

The American **BAKER**

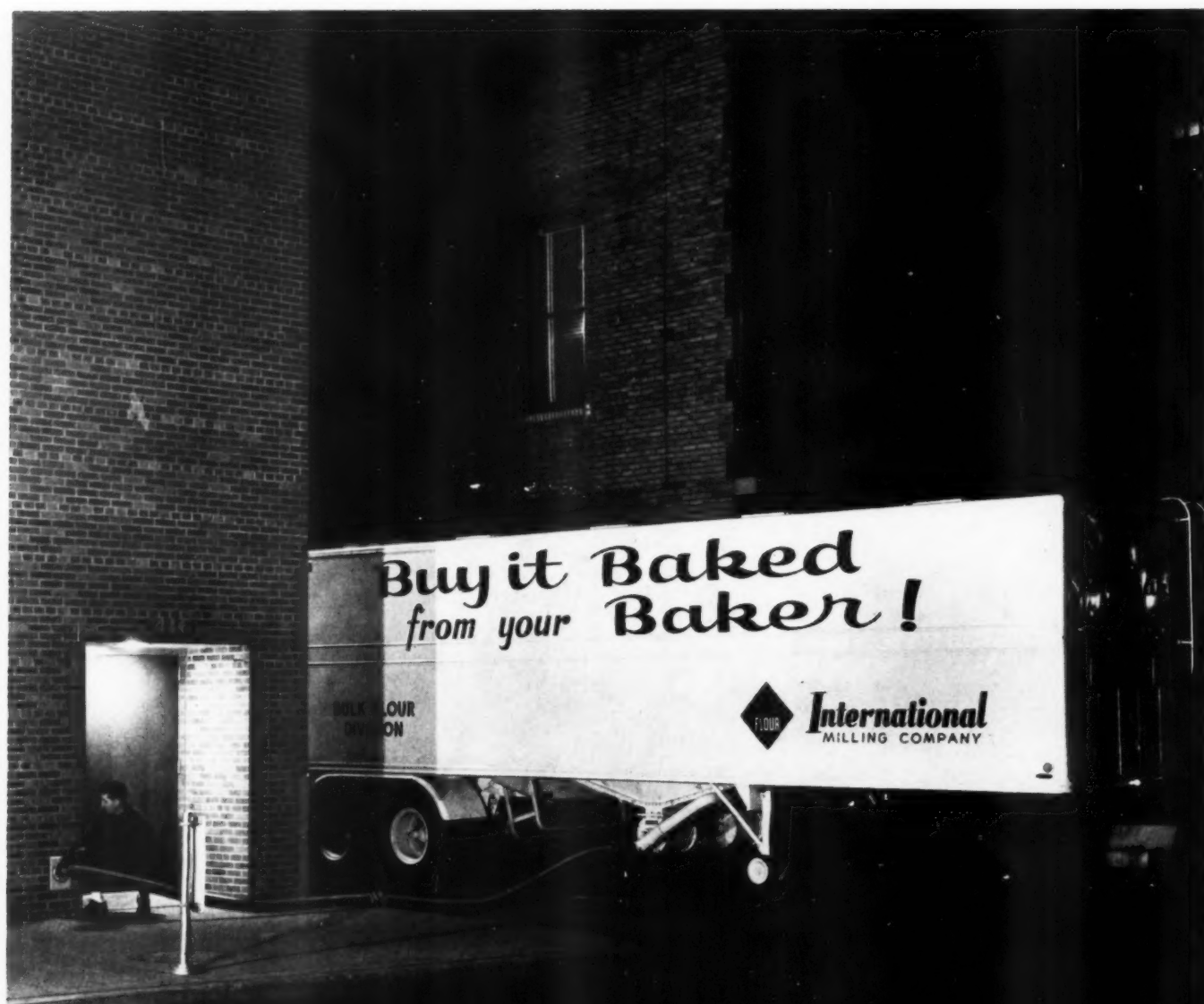
PUBLISHED FOR THE BAKERS OF AMERICA



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The American Baker

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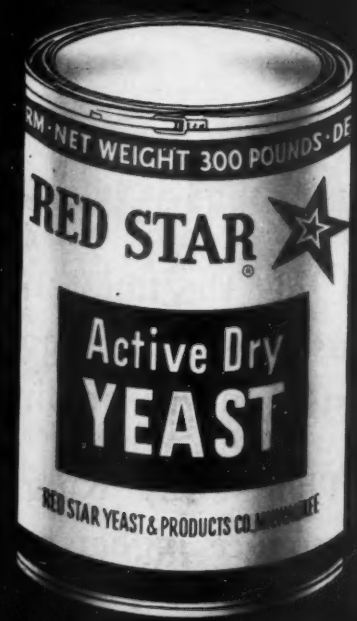


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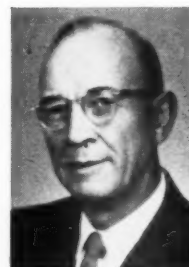


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WARNER B. BISHOP joined the Commander-Larabee sales organization June 1, 1929. He lives in Cleveland, Ohio, and represents us in the Cleveland-Detroit territory.



GERALD T. MASSIE joined our Texas sales organization many years ago and was transferred to our Atlanta sales territory in August, 1941. He lives in Tucker, Georgia, a suburb of Atlanta.



A. C. McDOWELL, whose home is at Reading, Pennsylvania, joined our sales organization in November, 1933. He is our sales representative in the Reading territory.



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Comment . . .

. . . by Cooley

It seems as if no amount of entertainment can take the place of opportunity to learn as a steady convention diet. This comment is inspired by the upcoming annual meeting of the American



F. W. Cooley, Jr.

Society of Bakery Engineers and the really fantastic attendances recorded by most of the country's baking production clubs. Although the before-and-after may offer plenty of opportunity for entertainment, the actual meetings of all these organizations are strictly business—and the baker attends more faithfully than he does any other type of meeting. Their methods of presenting information may be different, but the sight of a baker taking notes, asking questions about products, and perhaps resolving in his own mind to try some new ideas the minute he gets home is rarely seen at regular conventions. Perhaps management's problems are more difficult to see through the fog of everyday living. The production man is dealing with a substance that he knows. He can try several ways of doing things and in most cases can predict the result with some degree of certainty.

Quickies-for-public-speakers: One of the most effective illustrations we have seen for many moons is being used to show why those foods thought to be high-calorie are in a difficult merchandising predicament. Merrill Maughan, executive secretary of the Inter-Industry Bakery Package Committee, uses it. He holds up an orange in one hand, a potato of about the same size in the other hand, and explains:

"Sales of this item (holding up the orange) are exceeding all expectations. It is thought to be a must for health and a boon to the dieter. It is recommended by all doctors and nutritionists, and holds a favored place on the school lunch menu."

"Sales of this (the potato) are at their lowest ebb in memory. It is thought to be bulging with starch, carbohydrates, calories, sugar and all the other things shunned by dieters. It is excluded from nearly all diets and scorned by school and government."

"They contain almost the same number of calories."

Mr. Maughan might have mentioned that those selling oranges spend a lot more money on consumer education than do those selling spuds. Do we have to remark that most people rank potatoes and bread in the same category?

The Florida State University four-year course in baking, sponsored by the Southern Bakers Assn., is serving as the guide for other college courses in baking such as the one in formation at Michigan State University. In an era when technological advances are making new jobs every day, and when competition is increasingly important, the management and sales phases of baking take on great importance—and that is the reason for Dr. L. A. Rumsey's course at FSU: To prepare baking's youth to take their place in the business world of baking as well as in the production department.

Gems-from-convention-rostrums - department: "Experience is what you've been doing wrong for a hell of a long time."

Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"Boss, the lady that bought one of our delicious cream pies yesterday came back today."

Editorials . . .

NEW TESTIMONIAL FOR BREAD

NOT all bread-eating news is bad news. From Japan comes the story that children are taller than Japanese children used to be, chiefly because they are eating wheat bread, usually wet down with milk. Reuters news service in Tokyo tells the story, which runs like this:

"According to educational experts and scientists here, Japanese school children who are growing up with a new awareness of milk and wheat bread as valuable foodstuffs are growing taller than ever before. Their chest measurements are larger, their weight heavier, and their eyesight and teeth better.

"Behind this new approach to diet in a nation which formerly lived almost entirely on rice and fish, is a postwar meals at school scheme. At present schools with 4 million pupils are serving complete meals every day and in other schools milk and bread are served.

"The ministry of education, now asking for larger grants and an extension of the school meals system, emphasizes that bread and milk are served in so many schools that both now are coming to be regarded among the children as basic foods.

"In most schools the cost for children's meals is 350 yen (98 cents) a month but some charge more.

"Measurements of the physique of Japanese school children showed 1938 was an optimum prewar year for health and bodily development. By 1952, when the effect of post-war diet was beginning to show, many schools had equaled the 1938 results.

"This spring, a further series of test measurements showed that the 1938 results had been exceeded with few exceptions. Six-year-old girls were unaccountably shorter. Weight was less in eight-year-old boys and nine-year-old boys were shorter. But in the overall average, the height, weight, and chest measurements of all children below 14 years of age constituted records for Japan.

"Boys and girls of more than 14 years of age are in comparatively poor condition—which scientists attribute to the result of war-time diet."

Calling for a return to the old-fashioned breakfast that "stuck to the ribs," Duncan Hines, the good-food man, controverts a cliché about grandma. She may not, he says, have been the cook her daughter is today, "but at least she did see to it that her family got off to a good start every day with a hearty breakfast."

Trade Pulse

DANIEL D. LANNING has been appointed manager of sales development and technical service of the Du Pont Company's film department. WHITNEY G. HUNTER has been named associate manager. DR. JOHN P. WILKINS succeeds Mr. Lanning as assistant manager in charge of sales development activities, and MAC L. WHITE succeeds Dr. Wilkins as supervisor of sales development.

WILLIAM K. PIERCE has been promoted to assistant general sales manager of the Franz Bakery, Portland, Ore. Associated with the firm for eight years, he will assist RAY J. SWEENEY, vice president and general sales manager of the company.

CARL A. NAUGLE has been named president of the Valley Baking Co., Shippensburg, Pa., and ELMER P. JENSEN, general manager, at a recent reorganization meeting. A. KURTZ HAND-SHEW, former office manager and assistant treasurer of the company was named treasurer and assistant manager. The appointments have been made to fill vacancies brought about by the death of Harold S. Garling, who served as president and general manager of the company.

W. C. DELANEY, has been named general wholesale sales manager of all plants operated by Hathaway Bakeries, Inc., Brighton, Mass.

W. H. HOLDEN has been named route manager of American Bakeries Co. in Augusta, Ga. He comes to Augusta from Spartansburg, S.C., where he was in charge of American Bakeries operations there. Mr. Holden has been with American Bakeries for 15 years.

WILLIAM BERNING, sales manager, Lincoln Bakery, Inc., Evansville, Ind., has been named assistant manager of the bakery. Mr. Berning has been with the company for 18 years and will continue as sales manager.

LEON W. JESTER has been made vice president in charge of production for Arnold Bakers, Inc., Port Chester, N.Y. Until recently Mr. Jester was production manager for C. J. Patterson Co., Kansas City. At Patterson he was in direct charge of all the 11 company-owned bakeries and was also a production consultant. Before joining Patterson in 1945, he was a superintendent for the Campbell-Taggart Associated Bakeries.

RAY F. PRAHL has been named general manager of the new bakery operated for the Winn-Lovett Grocery Co., Hialeah, Fla. The plant was constructed at a cost of \$1,250,000. It will serve the Margaret Ann and Kwik-Chek stores in Miami and the surrounding area. J. T. GREENE is plant manager.

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Use of Chemicals In Foods Regulated By New Measure

WASHINGTON—The introduction of H.R. 4100 by Rep. Joseph P. O'Hara (R., Minn.) would establish a procedural technique through which new chemical products may obtain clearance from the Food and Drug Administration when used in food products. The bill will be an invitation to sympathetic understanding between the chemical industry and the food processors.

The O'Hara bill proposes that before a new chemical ingredient may be used in a food product for sale in interstate commerce it would be necessary for the manufacturer to make a showing of scientific data to FDA of its harmlessness to human beings.

The O'Hara bill methods would closely parallel those of the Miller bill on use of pesticides already enacted into law. In this measure any dispute between FDA and the applicant for approval of use of a new chemical ingredient in food could draw upon the scientific testimony of an advisory committee of the National Research Council to adjudicate any differences of opinion between an applicant and the FDA. Subsequently, if no area of agreement is reached, the applicant would have the right to appeal to the federal courts for authority to use his product.

The food industry does not want to become the middleman in inter-industry fights within the chemical industry, nor does it propose to be the guinea pig to test out the legal problems which may arise. The food industry groups which favor this legislation say they want to have available all the advances in chemical science but they object to being the residuary legatee of FDA action if they proceed to use a product without full assurance that the product used is shown to be harmless to humans.

The food industry is at the end of the line in dealing with the consumer, so that all threats of product liability fall on its shoulders. The industry does not wish to defer or defeat scientific advances in modern chemicals, it is emphasized—on the contrary it desires them.

That the food industry groups sponsoring this legislation—the baking industry, the milling industry, the dairy industry and the meat packing industry—have taken this position seems to pave the way for a common ground between themselves and the manufacturing chemical industry.

That conclusion may possibly be found in recent comments made by William Foster, president of the MCA, in which he proposed pretesting of a new product by the applicant and a showing of harmlessness before use in a food product. However, Mr. Foster fears the veto power he senses inherent in a final FDA decision. In this respect Mr. Foster reflects distrust in the legalistic maneuvers which may follow a literal interpretation of laws and exclude any liberal interpretations largely because of a consumer attitude which may or may not have been based on scientific knowledge but rather on unreasoned prejudice.

Chemical industry spokesmen appear also to fear what they sense as a licensing technique available to FDA in the O'Hara measure.

American Society of Bakery Engineers Ready for 31st Annual Meeting

CHICAGO—The annual meeting of the American Society of Bakery Engineers to be held at the Edgewater Beach Hotel March 7-10, is intended to be "the usual business like, constructive, educational meeting similar to those of the past," president Wallace K. Swanson, Stroehmann Bros. Co., Williamsport, Pa., says. He has sent a letter to the members asking cooperation in compliance with the established policies of the society.

He requests that members and non-members alike, in attendance at the meeting, refrain from maintaining reception rooms where liquor is served. This refers to the open house style of company rooms usually found at conventions. Next, he asks all to refrain from displaying advertising material, commercial exhibits, motion pictures and other forms of business promotion in their rooms. This is in conformity with the society's policy in relation to non-commercialism of the meeting, Mr. Swanson says.

"Most of the people who come to this meeting come for educational purposes and resent being delayed in getting to the sessions on time and being interrupted in their passage to and from the meeting. All are requested to avoid distractions in the halls which interfere with attendance at the full program," he said.

The third session of the 31st annual meeting Tuesday morning, March 8, will be devoted exclusively to a discussion of frozen baked foods, baking, packing, freezing, storage and defrosting. It will be under the chairmanship of Duncan Anderson, F. N. Calderwood Bakery, Portland, Maine.

The first speaker will be Del Pratt, Omar, Inc., Omaha, Neb., who will discuss frozen pies and the various factors involved in their production. Frozen cake batter will be the topic to be handled by Orville Pickens, Wilson & Co., Chicago. He will tell the latest developments in the production of frozen unbaked cakes.

The session will be broken for a short period to carry on the Annual Business Meeting of the Society. This will include election of officers, changes in the by-laws relating to the dues structure, and presentations to

the retiring president, and to the retiring second vice president and immediate past program chairman.

At the conclusion of the business session the program will return to the subject of frozen baked foods. Packaging materials for frozen baked foods will be the subject of a discussion by Stan Ellis, Marathon Corp., Menasha Wis. The final topic on the frozen baked foods session will be bread. J. W. Pence, U.S. Department of Agriculture, Western Regional Laboratory, Albany, Cal., will report on experiments made by the government on the freezing of bread.

Tuesday afternoon the meeting will be called to order by first vice president Martin Eisenstaedt, American Stores Co., Philadelphia, Pa., who will introduce the session chairman, H. Alvin Meyer, Grocers Baking Co., Lexington, Ky., and the session deals largely with practical shop operation.

Principles of dough fermentation is the title of the first talk given by Donald Fuhrmann, Vogelmann Bakery, Inc., Newport, Ky. Mixing and makeup is the topic assigned to Clayton Daley, Nickles Bakery, Navarre, Ohio. The hot subject of "hot" flour is the discussion topic of John F. Schuster, Emrich Baking Co., Minneapolis, Minn.

Centralized requisitioning of batch ingredient scaling will be handled by William Dibble, Interstate Bakeries Corp., Kansas City, Kansas. The final topic on the session is "Automatic Equipment—Its Operation for Profit" to be discussed by John Wagner, American Stores Co., Philadelphia.

Following the Early Birds Breakfast, the Wednesday session will begin promptly at 9:30 a.m. Meeting chairman for the day will be second vice president J. E. Mapes, Anheuser-Busch, Inc., New York, who will introduce session chairman James M. Doty, Doty Technical Laboratories, Kansas City, Mo.

First to appear on the program will be Walter LaRue, Amrhein Bakery, Springfield, Ill., who will discuss "What Production Expects from Management."

"Good Maintenance Is Good Man-

(Continued on page 55)



Ernest L. Southwick

First Plans Set For Atlantic City Meeting of ABA

CHICAGO—Preliminary plans for the annual convention of the American Bakers Assn. were mapped by the convention committee at a meeting in Chicago Feb. 4. The 1955 ABA convention will be held in Atlantic City, during the Baking Industry Exposition Oct. 1-6.

Ernest L. Southwick, Farm Crest Bakeries, Inc., first vice president of the association, is general chairman of the convention committee.

The wholesale cake branch will meet Saturday, Oct. 1. The first ABA general convention session will be held in the main auditorium on Monday from 10 a.m. to 12:30 p.m. Other events scheduled for Monday include an industrial relations committee luncheon and an informal meeting of the young bakery executives from 5:30 to 7 p.m.

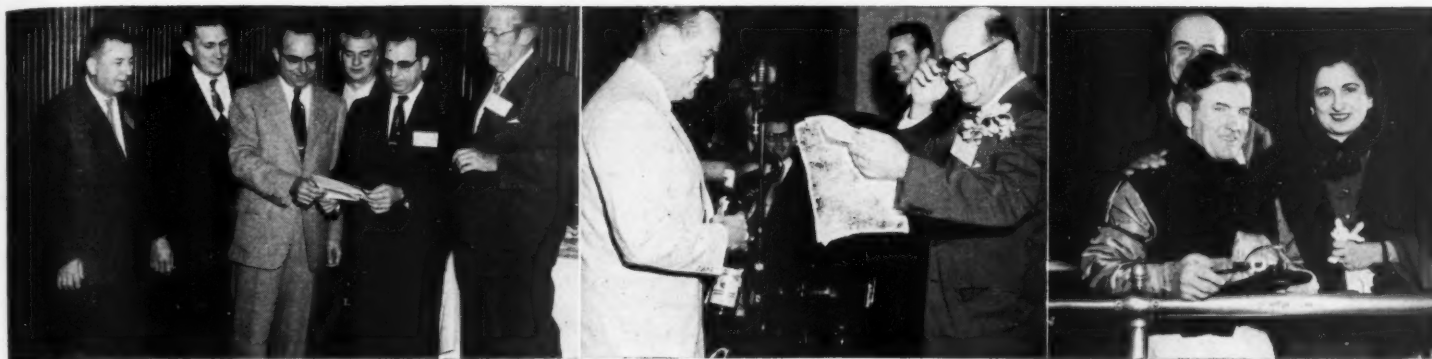
The wholesale bread, wholesale pie, house-to-house, multiple-unit retail and retail branches will schedule their meetings on Tuesday, Oct. 4. A luncheon and business session of the Allied Trades of the Baking Industry, Inc. will be held at noon Tuesday.

On Wednesday another ABA general convention session will be held starting from 10 a.m. in the main auditorium. The annual bakers' party will take place that night in the grand ballroom of the convention hall auditorium. This party will be a dinner dance starting at 7 p.m.

Members of the convention committee are: Otto L. Bergt, Metz Bakery, Chicago, chairman, retail branch; Don F. Copell, Wagner Baking Corp., Newark, N.J., chairman, wholesale pie branch; Edward E. Hanscom, Jr., Hanscom Bros., Inc., Philadelphia, chairman, multi-unit-retail branch; Theodore G. Montague, Jr., Drake Bakeries, Inc., Brooklyn, N.Y., chairman, wholesale cake branch; Malcolm J. McNab, Alfred Nickles Bakery, Inc., Navarre, Ohio, chairman, house-to-house branch; Nick Muller, Muller-Grocers Baking Co., Grand Rapids, Mich., chairman, young bakery executives; Charles J. Regan, Interstate Bakeries Corp., Chicago, chairman, wholesale bread branch; and ABA chairman, Lewis G. Graeves, Charles Schneider Baking Co., Inc., Washington, D.C., ex-officio.



FAVORABLE TO BREAD—Pictured above, in the act of "crowning" an honorary member of the Royal Order of Loyal Loafers, are George N. Graf (left), General Manager of Quality Bakers of America and the bread-promoting organization's Head Loafer, with M. G. Rhodes, Standard Brands Inc., Chief Assistant Loafer. The "crown" is Martin Lederman, author of "The Slim Gourmet"—a best selling book on dieting that stresses the "joy" of eating and urges the inclusion of all types of bread in reducing diets. The occasion was a literary cocktail party at Bloomingdale's in New York City, to celebrate the publication of The Slim Gourmet (Simon & Schuster—\$3.50). The Royal Order of Loyal Loafers are currently considering ways and means to get this favorable-to-bread book in the hands of as many consumers as possible.



TRI-STATE OFFICERS — Personalities and events which featured the Tri-State Bakers Assn. convention in New Orleans are shown here. From the left: New officers of Tri-State Bakers Assn.—Robert Engelhardt, Free-Hart Bakery, Columbus, Miss., board chairman, retail division of Tri-State; Melvin C. Hebert, Calcasieu Baking Co., Lake Charles, La., vice president for Louisiana; Nicholas F. DeSalvo, DeSalvo's Bakery, Harvey, La., president of retail division of Tri-State; Louis Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., retail division vice president for Mississippi; Charles Maggio,

Tasty Baking Co., Baton Rouge, La., new president of Tri-State; and Pat Murphy, Colonial Baking Co., Jackson, Miss., vice president for Mississippi. In the next photo: Christy J. Smith, Wesson Oil & Snowdrift Sales Co., new president of Tri-State Allied Trades Assn., and Frem Boustany, Huval Baking Co., Lafayette, La., retiring president and new Tri-State board chairman. In the final photo Mrs. Frem Boustany presents a wreath to the winning jockey in the Tri-State handicap at the Fair Grounds, an event dedicated to the bakers.

Tri-State Bakers Focus Attention On Bread Quality, Operational Costs

NEW ORLEANS — Insistence on high quality and freshness and a close watch on distribution and sales costs were offered as suggestions to registrants who attended the 21st annual convention of the Tri-State Bakers Assn. at the Jung Hotel here Feb. 6-8.

Over 320 bakers, allied men and their wives from Louisiana, Alabama and Mississippi attended the convention which featured two general sessions with three well known speakers at each session. Registrants were seated at tables during the sessions and coffee was served through the courtesy of the association.

In his presidential address, Frem Boustany, Huval Baking Co., Lafayette, La., after welcoming the delegates, appealed for unity in the industry and support for trade associations. Keep a close watch over quality, he urged. "The housewife of today knows far more than the housewife of yesterday, but tomorrow she will demand of you more than ever, so strive to make the best products possible," he said.

Mr. Boustany then turned his comments on competition within the industry's own ranks. "Firms who sell to us and give us service, but at the same time promote their own products as much as tell the housewife to keep away from us. You can't serve two masters." He suggested that such firms spend some of the money, now used to promote their products on TV and radio and in advertising in publications, to help bakers increase bread consumption.

Robert Engelhardt, Free-Hart Bakery, Columbus, Miss., president of the Tri-State retail division, stated, after a historic review of development of the baking industry, that retailers are coming back into their own, but he cautioned bakers to give special attention to competitive foods.

Distribution Costs Stressed

A highlight of the convention was the hour-long discussion of distribution costs by Jack Rieger, Quality Bakers of America, Inc., New York, conducted at the request of many bakers, who regard distribution costs as one of the current major problems of the industry. Mr. Rieger brought out that such costs are the responsibility of management or owners, and not merely the sales manager.

He cited the route P & L record as an important need. All that pertains to the bakery product from the time it is wrapped until it is consumed or destroyed comes into distribution costs, but he pointed out that every factor in the plant has a bearing on such costs. The decrease of 10% in the number of small stores last year has its effect, he explained, because that means shorter routes and concentration of sales in fewer points, but servicing more often.

Not only fuel, trucks, salesmen's salaries, tires, cartons and so on enter the distribution cost picture, he stated, but the sales themselves, handling, advertising, and others likewise bear on the subject. He reviewed five categories of costs—normal, misunderstood, careless, poor judgment and unethical. He condemned the handling of routes that run 100 miles away under the idea that they can sell bread cheaper than right under the shadow of the bakery, free goods and discounts and other unethical practices.

Effectiveness of the sales department, Mr. Rieger said, must be looked after. "Before becoming involved in over-expansion and over-production, thinking of these as panaceas, project some figures and facts about those stops," he said. He recommended an organized process of marketing, with effectiveness in all phases. He urged bakers to get people to desire bread and to glamorize their products. The success of mixes, he said, is indication of a ready-made cake market. Declines in sales, he pointed out, means an upswing of distribution costs. Everything, he said, depends on how you sell, where you sell, what you sell and to whom you sell.

William Thie, president, Associated Retail Bakers of America, urged bakers to attend the American Bakers Assn. exposition at Atlantic City, and the ARBA convention at Miami Beach, to adopt sound new methods, to turn to research and follow a liberal labor policy. Touching on prepared mixes, he stated that they would never have gotten such a start, if the baker had the right answers, the principal of which is freshness.

LeRoy Blount, Anheuser-Busch, Inc., New Orleans, was in charge of arrangements for the session. Drawings were held for attendance prizes.

Andreas F. Reising, Sunrise Bak-

eries, Inc., New Orleans, board chairman, and nominating committee chairman, presented the slate of officers, all of whom were elected as follows: Charles Maggio, Tasty Baking Co., Baton Rouge, La., president; Mr. Boustany, board chairman; state vice presidents, Pat Murphy, Colonial Baking Co., Jackson, Miss., for Mississippi; Melvin Hebert, Calcasieu Baking Co., Lake Charles, La., for Louisiana; Tom Stevens, Home Baking Co., Birmingham, Ala. for Alabama, and Sidney Baudier, Jr., New Orleans, reelected secretary-treasurer.

Ray Rutland, Rutland's Bakeries, Birmingham, presented nominations for the Tri-State retail division, and those elected were: Nicholas F. DeSalvo, DeSalvo's Bakery, Harvey, La., president; Mr. Engelhardt, board chairman, and state vice presidents, Fred Pollman, Pollman's Bake Shop, Mobile, Ala., for Alabama, and Louis Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., for Mississippi.

Donald Entringer, McKenzie's Bake Shops, New Orleans, served as session chairman on the forenoon of Feb. 8. A resolution of sympathy was adopted over the death last year, of Ben Pollman, Smith's Bakery, Meridian, Miss., past president of Tri-State.

Bakers Chided

E. E. Kelley, Jr., ABA president, presented a challenge to bakers, citing bread consumption status and the failure of wheat flour products to follow trends in other foods to increase in volume. (See complete text on page 22.)

A. D. Lawton, Coca-Cola Co., Atlanta, dwelt on point-of-sale advertising, particularly on the psychology underlying the methods employed by his firm. He emphasized particularly, impulse buying in stores, hence the importance of the display and of the message to convert the impulse into a purchase. He cited also his company's basic view that consumers constitute a parade—those who die and the replacements that must be obtained from the new-born, plus the education task of making the latter eventually loyal to the company's product.

E. J. Sperry, Sperry Industrial Publications, Chicago, captivated the attention of his audience by demonstrating the latest mechanical gadgets in use by some larger bakery

operators, such as a pocket size radio, tiny-walkie-talkie for contacts between route men and the bakery, and a pocket tape recorder with wrist watch type of microphone.

Mr. Sperry asked: "How old fashioned have you become?" He told them they could not visualize what will be displayed at the Atlantic City bakers' exposition, and forecast doubling of speed in bread wrapping. Labor costs in 1955 will run higher, he foresaw. He predicted also a big boost in volume of bun business in Louisiana, western Texas and western Mississippi by April, and during the summer in parts of the South an 8% increase in bun volume. Mr. Sperry stressed that 40% of the baker's bread business is out of his hands and controlled by his bread salesmen.

Allied Election

The Tri-State Allied Assn. elected its officers at the sports party, buffet supper and dance which they offered to all delegates at the Lakewood Country Club, an enjoyable event which attracted almost 100% attendance. The allied men elected were: Christy J. Smith, Wesson Oil & Snowdrift Sales Co., president; Robert L. Simon, Marathon Corp., vice president; Walter Harrell, Chas. Dennery, Inc., secretary-treasurer; Louis P. Koerner, John E. Koerner and Co., retiring president, executive board chairman. The directors are: Milton J. Meyer, All-State Supply Co.; Gordon Tonry, Bakers Service, Inc.; Edgar Ruff, E. I. du Pont de Nemours & Co.; Mr. Blount, Frank LaNasa, Standard Brands, Inc., and Hollis Lindsay, Doughnut Corporation of America. All are from New Orleans, except Mr. Ruff who is from Atlanta.

The closing banquet on the evening of Feb. 8 was directed by William C. Bacher. Mr. Boustany presented the award of a free trip to Havana to Alois J. Binder, Jr., son of Alois J. Binder, Sr., past president of the New Orleans Master Bakers Assn. Alois J. Binder, Jr., and his wife are newlyweds. A gift was presented to Mr. Boustany for his many services as president.

One of the entertainment highlights was the afternoon of Feb. 8 at the Fair Grounds race track, where convention badges assured free admission to delegates. Virtually the entire body attended this Tri-State day, at which the feature race was dedicated to the bakers. Mrs. Boustany presented a wreath to the winning jockey. Another entertaining feature that drew a large attendance was the president's reception after the races.



PRODUCTION OFFICERS—Officers and committee chairmen of the Greater Pittsburgh Production Men's Club are shown in the illustration above. Seated are treasurer George Robertson, Armour & Co.; secretary William Giltenboth, Stover & Co.; president Russell Dunkelberger, Bergman's Bakery; vice president Jack Williamson, Duquesne Baking Co.; board member Clarence Langsdale, Nickles Bakery. Standing: membership chairman William Hartner, Jenny Lee Bakery; reception chairman Paul Eberly, Brolite Co.; past president John Guay, Drake Baking Co.; second vice president John Martin, McCormick Co.; program chairmen John Charles, Wesson Oil & Snowdrift Sales Co., and Norman Jenkins, Standard Brands, Inc.

Reorganization of Carr Biscuit Firm Nears Completion

WILKES-BARRE, PA.—The Carr-Consolidated Biscuit Co., which petitioned for reorganization in the spring of 1954, will move its headquarters to Chicago and reorganize as a wholly-owned subsidiary of Winn & Lovett Grocery Co., Jacksonville, Fla.

Under a reorganization plan filed by Northwestern Mutual Life Insurance Co. of Milwaukee, Northwestern will receive or retain \$750,000 principal amount of the bonds of indebtedness of Carr, plus all Carr's common shares outstanding after the reorganization plan is consummated. Winn & Lovett will then buy the bonds or evidences of indebtedness and the common stock from Northwestern for \$1,241,000 cash. The common would amount to 1,000 shares. Priority creditors will be paid in full and general creditors will be paid 32% of the face amount of their claims by Winn & Lovett, conditioned upon its consummation on or before June 15. The U.S. District Court for the Middle District of Pennsylvania, says Winn & Lovett, "has found Carr to be insolvent and that its stockholders have no interest" in the firm. The company estimates its initial investment in Carr at \$1.6 million, and long-term investment at \$2.5 million.

Carr petitioned for reorganization in April, 1954. The company has bakeries at Chicago, Boston and Wilkes-Barre, a candy plant at Chicago, and sales branches in 30 eastern and midwestern cities. In 1953, its last year of independent operation, Carr reported a net loss of \$923,814 on sales of \$14,821,145.

Winn & Lovett, one of the nation's biggest grocery chains, had 206 retail, 10 wholesale and four warehouse locations in operation last November. For the 28 weeks ended January 8, 1955, it reported earnings of \$2,525,424, equal to 55 cents per share. Its sales were \$133,382,015.

West Virginia Bakers Plan Sales Conference

CHARLESTON, W. VA.—The third annual sales conference of the West Virginia Bakers Assn. will be held March 27 at the Daniel Boone Hotel, Charleston, W. Va. Sales sessions begin at 2 p.m.

A banquet will be served in the Crystal Room at 6:30 p.m.

Nutrition Confusion

CHICAGO — A sound and easily understood concept of good nutrition which would eliminate the confusion which now exists in the field of nutrition education was called for by Paul S. Willis at the annual winter conference here of the National Dairy Council recently.

The president of the Grocery Manufacturers of America, Inc., warned that any nutrition program which neglects "convenience" foods will have difficulty in gaining any substantial consumer acceptance.

There seem to be at least six concepts of what the nutrition story should be ranging from the "Seven Basic Foods" promotion down to the "energy" and "protective" foods classification, Mr. Willis said. He discussed the four-group system suggested by The Nutrition Foundation, Inc. The groupings are animal protein foods, green leafy and yellow vegetables, citrus fruits and juices and other fruits, and cereals, fats and sugars.

Red Cherry Institute Installs New Officers

CHICAGO—Newly elected officers in the National Red Cherry Institute have been installed. They are: Past president, Gary S. Morgan; president, John C. Morgan Co., Traverse City, Mich.; incoming president, B. F. Batcheler, general manager, Fruit Growers Cooperative, Sturgeon Bay, Wis.; vice president, H. B. Pearson, Alton Canning Co., Alton, N.Y., and executive secretary-treasurer, William B. Powell, Chicago.

Milwaukee Sanitation Statutes to Be Studied

MILWAUKEE—Efforts will be extended by the Wisconsin Flour & Bakers Allied Trades Assn. to aid the local retail bakery operators to have changes made in the local sanitation and inspection regulations that will make these more applicable to the baking industry.

It was pointed out that the Milwaukee health department has been "cracking down" on retailers for alleged violations of sanitary regulations. In many instances these were designed to cover restaurant and similar food handlers, but not bakers.

The allied committee will work with a group to be selected by the Milwaukee Retail Bakers Assn. and with representatives of the Wisconsin Bakers Association, Inc.

Rocky Mountain Bakers Unfold Plans for Convention April 21-24

COLORADO SPRINGS, COLO.—Committee chairmen are rounding out details for the 29th annual convention of the Rocky Mountain Bakers Assn. which will be held April 21-24 at the Broadmoor Hotel, Colorado Springs. It will mark the first time the convention will be held outside of Denver.

A golf tournament will begin at 10 a.m. April 22 and an early-bird breakfast is scheduled for 8:30 a.m. April 23. A speaking program is slated for the remainder of the morning on April 23 with that afternoon to be spent socially. At 7 p.m. that evening the dinner-dance is planned.

A retail day is scheduled for April 24, to open at 10 a.m. Speakers will include Jack Snyder, Snyder's Bakery Service, Oakland, Cal.; Frank Schafer, Standard Brands, Inc., Kansas City, and Paul Friggons, associate editor, Farm Journal, Philadelphia. Mr. Friggons' talk is entitled, "Our Stake in the Country."

A special display of baked goods from across the nation is being arranged for April 24.

April 21 will be devoted to registration.

Committee Chairmen Appointed

Committee chairmen appointed include: Program, C. J. Downing, Old Homestead Bread Co., Denver; finance, Glenn Swain, Old Homestead Bread Co., Denver; entertainment, Joe Tobin, Western Wax Paper Co., Denver; membership, Don Blanchard, Mrs. Hurd's Bakery, Denver; hotel reservations, Stan Self, Standard Brands, Inc., Denver; nominations, Arthur Vos, Jr., Macklem Baking Co., Denver; publicity, Richard Jones, Continental Paper Co., Denver; arrangements, Fred Linsenmaier, Linsenmaier's Bakery Service, Denver; ladies committee, Florence Lines, Barbara Self and Carrie Herring, and baked goods display, Mr. Self.

Birmingham Bakery Installs Bulk System

BIRMINGHAM, ALA.—A new bulk flour handling system has been placed into operation here at the American Bakeries Co. plant. Estimated cost of the project was \$20,000. Company spokesman said this was the first such installation in an Alabama bakery.

Flour, milled at Alabama Flour Mills in Decatur, is shipped by specially built trucks to the bakery here. The flour is blown into the truck through a pipe.

At the bakery, the flour is piped into storage bins which have an 80,000-lb. capacity. From the bins, the flour passes through another piping system into the bakery's dough mixers.

Among those on hand when the system went into operation were J. A. Wayt, vice president of American Bakeries Co.; R. L. Groover, manager of the company's Birmingham plant; Troy Dodd, vice president of American Bakeries; B. F. Lamb, purchasing agent for the company; C. B. Hanson, vice president in charge of bulk sales for Nebraska Consolidated Mills; J. A. Mactier, president of Nebraska Consolidated Mills, and A. L. Johnson, vice president of Alabama Flour Mills.

Langendorf Plans Expansion

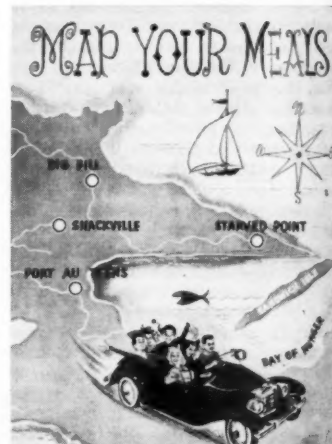
SAN FRANCISCO — Langendorf United Bakeries, Inc., which operates on the Pacific Coast, has announced plans at San Francisco to expand its operations to the Midwest, the East and the South.

Stanley S. Langendorf, president, announced the company will expand by acquiring selected plants as they are located and become available.

Sara Lee Broker, Sales Managers Appointed

CHICAGO — E. J. Hofstetter, 523 Citizens Bldg., Louisville, Ky., has been appointed the Louisville broker for the Kitchens of Sara Lee, Inc., it was announced by Charles W. Lubin, president of the Chicago bakery. The appointment of a Louisville representative will mark Sara Lee's first introduction of its baked products into the Kentucky market. The cakes will be fresh-frozen in the company's Chicago kitchens and shipped to Louisville in refrigerated trucks. They will be sold through the frozen foods departments of supermarkets and food stores. Louisville is the eleventh new market Sara Lee has entered within seven months. The company's products are now distributed in 22 states.

Edward M. Wittgischlager is frozen foods sales manager. Announcement was also made of the promotion of Kenneth Harris and James Griffin to divisional sales managers for the frozen foods division.



AIB BOOKLET—"Map Your Meals," one of the most attractive teaching aids ever offered to high school teachers for use in their classrooms, recently was released by the consumer service department of the American Institute of Baking, Chicago. It is a 12-page tour of the seven major food groups, with discussion-written with a light touch, but containing a wealth of biological information—of the reasons why each group is essential to good nutrition. The center pages describe the ways in which wheat is prepared for food use, and tell the important reasons for each step. This type of information is invaluable in preventing later misunderstanding and fears about bleaches, mold inhibitors and similar bugaboos of food faddists. Bakers may order this booklet for distribution in their areas by sending \$2.50 for each 100 copies to the Consumer Service Department, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.



ARBA Convention Program Highlights

SUNDAY—April 24

The 1955 Associated Retail Bakers of America convention will open in Miami Beach with registration Sunday morning and afternoon—followed in the evening with an informal cocktail-dinner party and dancing on the beautiful Saxony Terrace.

WEDNESDAY—April 27

Helpful panel discussions on current problems will be included in this session.

Fred Grimmig, Jacques Pastry Shop, Miami, will demonstrate tea cookies and individual whipped cream products.

Official cutting of Miami's Anniversary Cake.

MONDAY—April 25

The convention will convene Monday with welcoming address by Mayor Earl Shapiro.

An outstanding keynote address is to be delivered by Judge Patrick Cannon, former Representative from the state of Florida. Judge Cannon is well-informed on problems within the industry.

Emil Hilbert, known throughout the country as a master in the art of cake ornamentation, will decorate a 2,000 lb. cake which is to be presented in Monday's session to Miami in observance of its 40th anniversary.

An interesting trip is scheduled in the afternoon to Vizcaya—one of the great estates of the world.

A special dinner meeting is planned for the multiple-unit group and also for the youth unit.

Post Convention:

A five-day boat trip to Havana will leave Wednesday afternoon and return Monday morning. Many of the bakers have already made reservations for this trip. Price of trip, \$110 per person, two to a room, or \$119 for single room, includes stateroom, hotel accommodations and most of the meals.

TUESDAY—April 26

Following the allied breakfast there will be a presentation by National Cash Register Co. on self-service and checkout and a film showing by Standard Brands, Inc., on "Merchandising Magic."

A hard-hitting open panel discussion will be featured on many of the common problems facing the baker in today's changing market.

Reports of committees and election will conclude the morning session.

A luncheon and style show has been arranged for the ladies in the afternoon.

The feature entertainment of the convention banquet Tuesday evening, under the Sans Souci Big Top, will be the thrill-packed Pete Desjardins' Water Show, after which there will be dancing.



William F. Thie
President



Bernard Bowling
First Vice President

Flour Market

Prices Steadier After Decline

A downward tendency in wheat and flour prices which developed in February was supplanted in early March by a somewhat uncertain steadiness. The apparent conclusion of market observers that supplies of free wheat would be sufficient for domestic requirements during the remainder of the crop year, in spite of large government inventory and loan account holdings, was reflected largely in the level of futures prices. Some grades of cash wheat wound up the month lower than at the start of the period, although cash wheat in late February recovered considerably from earlier declines. In addition to the conclusion that supplies would be adequate, other factors also encouraged the decline. Weather conditions improved considerably in the winter wheat belt, removing to a large extent the possibility of big losses as a result of drouth. Also in the picture was the necessity of prices to adjust to the new, lower price support levels due to go into effect on the 1955 crop. Possibly involved, also, was the hard-to-define expectation of a "February price break" which has been repeated several times. Analyses of price prospects in early March were hinged largely on statistical information, which offered some fairly concrete facts and also some big "ifs." And because of these uncertainties, prices continued to drift for the time being, at least.

Flour Price Levels Change Moderately

A look back through the month ending with early March shows these developments. Wheat futures at Chicago declined sharply—15¢ bu. on the May contract. May futures at Minneapolis and Kansas City declined 2¢ and 6¢ bu., respectively. Meanwhile, the cash wheat price at Minneapolis, after taking some setbacks, was back up to the early February level by the end of the month. Higher protein wheat at Minneapolis, while still above the loan basis, was off several cents. At Kansas City, cash wheat showed losses of a few cents. Flour was priced about the same to 10¢ sack lower in early March, as compared with early February.

Another Increase In Carryover Seen

The Wheat Situation report, issued by the U.S. Department of Agriculture in late February, brings together these important supply and demand facts. The total supply of wheat for 1954-55 is estimated at 1,877 million bushels. Domestic use for the crop year is expected to be between 640 and 660 million bushels, and exports are estimated for the season at 250 million bushels. These estimates indicate that the carryover on July 1, 1955, will be around 975 million bushels, which would represent an increase of about 75 million bushels from last July. The expected increase in the carryover would be much smaller than the increase of the past two years, resulting from smaller production because of marketing quotas.

U.S. Controls Large Portion of Supply

Stocks of wheat in all positions on Jan. 1, 1955, the USDA report continues, totaled 1,460 million bushels. Of this amount, the government owned 749 million bushels. Under loan and purchase agreement programs as of Jan. 15 were 388 million bushels. On this basis, without considering the additional wheat placed under support between Jan. 15 and the deadline for loan applications on Jan. 31, the quantity owned or under support programs would total 1,137 million bushels. This would provide 323 million bushels of "free" wheat for distribution in the January-June period. "This quantity appears insufficient to take care of pipeline working stocks of old grain before the new crop comes to market in large volume and also any exports out of non-government stocks, in addition to taking care of January-June domestic use," USDA says. This latter item in the January-June period in 1953 and 1954 totaled 385 and 325 million bushels, respectively, in both cases amounts larger than the apparent "free" supply available this year.

Several Questions Remain Unanswered

How closely this forecast will work out is, of course, the big question in the minds of people who help determine the price of wheat by their market actions. Related questions are: How much wheat went into loan between Jan. 15 and Jan. 31? Last year a total of 78 million bushels entered the program in this period. It is expected the total was not as large this year (final figures will be available in a few weeks). How much new wheat will be used in late May and June to supplement supplies from the 1954 crop? The answer depends on how early the harvest develops and the attitude of farmers toward placing their crops under loan or selling it, which in turn will be determined by market prices at that time in relation to the lower support

levels set for 1955. How about exports? The estimate of 250 million bushels seems reasonable to most experts in the field, although changing world conditions could vary the figure. How much will be redeemed from the loan and sold? This, again, depends on market prices up to the loan termination date. About 12 million bushels of 1954 loan wheat have been redeemed to date.

Close Balance of Supply Definite

The main conclusion that can be reached in weighing these questions and possible answers is that supplies will be in quite close balance, and that the balance could be upset rather easily. Apparently, judging from the action of futures markets, the consensus is that no severe pinch on supplies will occur. On the other hand, even a slightly less availability of wheat than appears likely now would be reflected first in cash markets, where mills must secure their supplies for day-to-day production of flour. Best indications of trends, therefore, are to be found in the changes in cash wheat premiums, which in early March, at least, were generally showing more firmness than in February.

Moisture Lessens Drouth Worries

With the drouth at least temporarily abated in much of the winter wheat growing area, the weather news has had less market significance recently. Conditions are far from perfect, however, and the usual spring period of high winds will focus attention again on crop prospects, particularly if further moisture isn't received. Winter wheat from Missouri eastward (the soft wheat belt) is generally in good condition, with surface moisture ample and subsoil supplies being replenished. Prospects are considered good to very good in most of Nebraska and generally good in all but the western portion of Kansas. General improvement has continued in Oklahoma, and the out-

Market
Editor



George L. Gates

look has brightened in Texas. More than average moisture will be needed from now until harvest time to produce an average or better crop in the southwestern hard wheat area as subsoil moisture continues to be critically short in many areas.

—BREAD IS THE STAFF OF LIFE—

Some Declines Observed in 1954 Bakery Nets, Sales

The major baking firms did not follow the national industry picture of higher sales and higher profits, as illustrated by comparative sales and net figures for the six largest chain baking companies.

Price increases instituted during the year could not completely make up for increased ingredient and production costs, bakery management pointed out. Two chains which added to their subsidiaries and other holdings during the years showed record sales and record net figures, however.

Comparative 1954 and 1953 sales and net profits figures for the companies are shown below:

AMERICAN BAKERIES CO.

1954 Sales	\$134,768,356
1953 Sales	134,601,154
1954 Net	4,431,143
1953 Net	4,505,666

CAMPBELL-TAGGART

1954 Sales	\$133,920,975
1953 Sales	108,276,235
1954 Net	6,971,955
1953 Net	5,203,270

CONTINENTAL BAKING CO.

1954 Sales	\$212,510,101
1953 Sales	198,844,633
1954 Net	5,703,989
1953 Net	5,654,438

GENERAL BAKING CO.

1954 Sales	\$122,092,565
1953 Sales	120,496,472
1954 Net	2,243,079
1953 Net	2,206,625

INTERSTATE BAKERIES, INC.

1954 Sales	\$94,209,529
1953 Sales	86,063,775
1954 Net	3,188,418
1953 Net	2,500,531

WARD BAKING CO.

1954 Sales	\$95,240,525
1953 Sales	96,131,984
1954 Net	1,538,785
1953 Net	2,769,029

—BREAD IS THE STAFF OF LIFE—

GENERAL DIVIDEND

NEW YORK—George L. Morrison, president of General Baking Co., has announced that the directors declared the regular dividend of \$2 per share on the \$8 preferred stock, payable April 1, 1955 to holders of record March 18.

Summary of Flour Quotations

Feb. 26 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.65@7.05	7.11@7.21	6.86@6.76	6.56@6.66	6.45@6.95
Spring high gluten	6.65@6.75	7.11@7.21	6.86@6.76	6.56@6.66	6.45@6.95
Spring short	6.65@6.75	7.11@7.21	6.86@6.76	6.56@6.66	6.45@6.95
Spring standard	6.45@6.95	6.56@6.66	6.45@6.95	6.45@6.95	6.45@6.95
Spring straight	6.45@6.95	6.56@6.66	6.45@6.95	6.45@6.95	6.45@6.95
Spring first clear	6.45@6.95	6.56@6.66	6.45@6.95	6.45@6.95	6.45@6.95
Hard winter high gluten	6.21@6.50	6.21@6.50	6.21@6.50	6.21@6.50	6.21@6.50
Hard winter short	6.21@6.50	6.21@6.50	6.21@6.50	6.21@6.50	6.21@6.50
Hard winter standard	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Hard winter first clear	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Soft winter short patent	7.13@7.70	7.13@7.70	7.13@7.70	7.13@7.70	7.13@7.70
Soft winter standard	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Soft winter straight	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Soft winter first clear	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Rye flour, white	4.87@4.97	4.87@4.97	4.87@4.97	4.87@4.97	4.87@4.97
Rye flour, dark	3.00@4.22	3.00@4.22	3.00@4.22	3.00@4.22	3.00@4.22
	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	7.82@7.92	7.82@7.92	7.82@7.92	7.82@7.92	7.82@7.92
Spring short	7.82@7.92	7.82@7.92	7.82@7.92	7.82@7.92	7.82@7.92
Spring standard	7.27@7.37	7.27@7.37	7.27@7.37	7.27@7.37	7.27@7.37
Spring first clear	6.70@6.95	6.70@6.95	6.70@6.95	6.70@6.95	6.70@6.95
Hard winter short	6.82@6.92	6.82@6.92	6.82@6.92	6.82@6.92	6.82@6.92
Hard winter standard	6.62@6.72	6.62@6.72	6.62@6.72	6.62@6.72	6.62@6.72
Hard winter first clear	6.62@6.72	6.62@6.72	6.62@6.72	6.62@6.72	6.62@6.72
Soft winter short patent	7.13@7.70	7.13@7.70	7.13@7.70	7.13@7.70	7.13@7.70
Soft winter standard	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Soft winter straight	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Soft winter first clear	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72	6.20@6.72
Rye flour, white	5.75@6.05	5.75@6.05	5.75@6.05	5.75@6.05	5.75@6.05
Rye flour, dark	5.35@5.45	5.35@5.45	5.35@5.45	5.35@5.45	5.35@5.45

*100-lb. papers. \$Bakery wheat flour in 100-lb. papers.

SBA Convention Group Completes Program Details

ST. PETERSBURG, FLA. — Program plans have been completed for the 41st annual convention of the Southern Bakers Assn. April 14-16, according to Charles L. Golden, Holsum Bakers, Inc., Tampa, and Mrs. Golden, the general chairmen of the convention. The Vinoy Park Hotel, St. Petersburg, will be convention headquarters.

Special activities for the women will include shopping expeditions and a cruise aboard the yacht "HumKo." Presiding at the sessions will be Ralph Ward, president of the association.

Since it will be impossible for the Vinoy Park to extend reservations later than 11 a.m. April 17, due to the moving in of another convention, the hotel will accept reservations from Southern Baker members as early as April 7, thereby making it possible to get a head start on swimming, sunning, fishing and the other enjoyable attractions.

The following committees will assist Mr. and Mrs. Golden in arrangements: Planning Committee — Roy Peters, Butter Krust Bakeries, Lakeland, Fla.; James E. Stroupe, James E. Stroupe Co., Atlanta, Ga.; Paul D. Nease, Russell-Miller Milling Co., Birmingham, Ala.; Jack Lanum, Anheuser-Busch, Inc., Atlanta; Hugh Adcock, Corn Products Sales Co., Atlanta; W. S. Garfield, Pollock Paper Corp., Tallahassee, Fla.; Lee Holley, Standard Brands, Inc., Atlanta, and Benson L. Skelton, SBA, Atlanta.

Golf — W. S. Garfield, chairman, Tallahassee, Fla.; H. J. Slocum, Standard Brands, Inc., New York; Gordon Smith, Jr., Smith's Bakery, Mobile, Ala.; Neal Farrar, Bell Bakeries, Inc., St. Petersburg, Fla. Prizes—Lee Holley and Benson L. Skelton. Music and entertainment—Jack Lanum, chairman, Lee Holley and Hugh Adcock. Shuffleboard—James E. Stroupe, chairman, J. P. Haager, Standard Brands, Inc., Tampa; Huyette Oswald, Tampa; L. L. Jacobs, Jr., Pollock Paper Corp.; Atlanta; Claude Miranda, Petersen Oven Co., Atlanta, and Neal Timberlake, Swan Brothers, Inc., Knoxville, Tenn. Refreshments—James L. Russ, Jack Rushin-Brooks Pearson, Inc., Atlanta, and Fred H. Morgan, Fred H. Morgan Co., Atlanta. Registration—George Gentry, Tampa; Paul Norbert, H. C. Brill Co., Greensboro, N.C.; Guy Wyrick, Procter & Gamble Distributing Co., Atlanta, and H. D. Crawford, Swift & Co., Atlanta.

Ladies committee—Mrs. Charles L. Golden, chairman, assisted by Mrs. Roy Peters, Mrs. Cesar Medina, Mrs. Ralph Ward, Mrs. Claude Miranda, Mrs. Lou Miller, Mrs. James L. Russ and Mrs. Judson Lanier. M. C. and toastmaster—Jack Lanum.

BAKERY SALES UP

WASHINGTON — December, 1954, sales of bakery products in retail establishments increased 3% over December, 1953, figures, according to the U.S. Department of Commerce. Sales were up 14% in December, 1954, compared with November, 1954. Sales during the 12 months of 1954 were 2% above those for 1953.



Andrew R. Buccini

AMF SALES POST—Andrew R. Buccini has been appointed assistant midwestern regional sales manager of American Machine & Foundry Co.'s bakery division, it was announced by Morehead Patterson, AMF board chairman and president. Formerly assistant sales manager of AMF's subsidiary Union Machinery Co., Joliet, Ill., Mr. Buccini will be headquartered in AMF's central Chicago offices at 520 N. Dearborn St. He will assist F. E. Youngdahl, midwestern regional sales manager. Mr. Buccini first associated with AMF in 1947. In 1951, he was appointed sales representative in the north central states and was named assistant sales manager of Union in 1952. He is a member of the American Society of Bakery Engineers, Chicago Bakers Club and Bakers Courtesy Club.

—BREAD IS THE STAFF OF LIFE—

ABA Exhibitor's Manual Available

CHICAGO—An exhibitor's manual which provides complete information on rules, general information, and a set of order blanks for booth equipment and supplies has been prepared for use exclusively by exhibitors at the American Bakers Association's 1955 baking industry exposition. The exposition will be held in Atlantic City, N. J., Oct. 1-6.

Plastic bound and perforated so that individual pages may be removed easily, the manual contains nine pages of rules, information, deadline date, floor plans of the exposition hall and a set of order blanks, in duplicate, from 15 service and supply organizations.

The manuals are in the mail to the list of 254 exhibitors who have already contracted for space at the exposition, according to Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the ABA-BEMA exposition committee.

"The rules covered in the manual are designed for the convenience and protection of the exhibitor," Mr. Scott said, "and to give maximum visibility to all the exhibits. The exposition is planned to provide an atmosphere of progress, to attract the maximum number of bakers so that they will visit and examine every part of the exposition."

Mr. Scott noted that while most of the exhibit area has been contracted for, a limited amount of space still is available.

Major Chains Detail Earnings Records; 1954 Picture Spotty American

CHICAGO — The American Bakeries Co. reports consolidated net income, after federal taxes on income, for the year ended Jan. 1, 1955 (52 weeks) of \$4,431,143 or \$2.61 per share on 1,596,193 shares of common stock outstanding. For the year ended Jan. 2, 1954 (53 weeks) combined net income of the merged companies totaled \$4,505,666, equivalent to \$2.66 per share on the above number of shares of common stock.

Campbell-Taggart

DALLAS, TEXAS — Consolidated net income of Campbell-Taggart Associated Bakeries for 1954 amounted to \$6,971,955 compared with \$5,203,270 in the preceding year, the annual report of the company revealed this week. Sales of the 57 bakeries were \$133,920,975, as against \$108,276,235 in the preceding year.

The equity of Campbell-Taggart Associated Bakeries, Inc., in the total net profits of the group was \$4,302,470 in 1954 compared with \$3,107,252 in 1953. This amounted to net earnings per share of \$1.91, compared with \$1.38 in the previous year. Dividends of \$1 per share were paid on the 1954 results, the same figure as in the previous year.

In their report to stockholders, J. W. Carence, chairman, and I. E. Madsen, president, said that the figures on sales and profits include the operations of new plants which became members of the group in 1954. However, they reported that both sales and profits of the original 50 bakeries for 1954 were above those for 1953.



Lloyd H. Edgar

MANAGER—The Union Steel Products Co., Albion, Mich., recently announced the appointment of Lloyd H. Edgar to the position of manager of the company's New York sales offices at 441 Lexington Ave. Mr. Edgar's appointment became effective Jan. 1. He has been an employee of Union Steel for 13 years and actively engaged in the promotion and sales of the company's broad line of baking equipment. Mr. Edgar will have the assistance of both present and additional sales and engineering personnel.

Continental

NEW YORK — The Continental Baking Co. recorded up record high sales in 1954 through greater volume of higher-priced items and "scattered price adjustments," R. Newton Laughlin, president, stated in the annual report.

For 1955, Mr. Laughlin said, Continental plans to produce "Brown 'n Serve" products and sweet goods in all its distribution markets.

The 1954 sales record, he said, was achieved despite "greater loss of production because of work stoppages," unemployment in Michigan and Ohio, and "keener competition." Net sales of baked goods were approximately 74% for bread products and 26% for cake and sweet goods.

Flour costs were "abnormally high throughout 1954," Mr. Laughlin said, because of "the increased scarcity of high-grade, strong milling and baking wheat in relation to the vast overabundance of ordinary wheat."

General

NEW YORK—Net earnings of the General Baking Co. showed an increase for the year ended Dec. 25, 1954, and net sales also rose, according to the annual statement of George L. Morrison, president of General.

Net sales of \$122,092,565 were recorded in 1954, up from \$120,496,472 in 1953. Earnings were \$2,243,079 last year compared with \$2,206,625 in 1953. A new method of depreciation enabled the net earnings for 1954 to be increased by \$521,000, according to General's accounting firm.

The dollar sales increase came about from increased selling prices, Mr. Morrison said, since units sold dropped about 3%. The unit decrease was due to the closing of the St. Louis plant and work stoppages with attendant upset market conditions in several localities.

Interstate

KANSAS CITY—Highest sales and income in history were reported for the year ended Jan. 1, 1955, by Interstate Bakeries Corp., in the 1954 annual report issued Feb. 22.

Net sales for the year were \$94,209,529, an increase of 9.46% over 1953 sales of \$86,063,775, according to company president R. L. Nafziger. Earnings after taxes were \$3,188,418 at the close of the period, exceeding 1953 earnings of \$2,500,431 by 27.51%.

—BREAD IS THE STAFF OF LIFE—

Standard Brands Sales, Net Increase in 1954

NEW YORK — Standard Brands, Inc., earned about \$3.06 a share in 1954, compared with \$2.90 in 1953, president Joel S. Mitchell said.

Mr. Mitchell estimated 1954 sales at \$416 million, a 2% increase over the \$407,675,070 recorded in 1953.

Earnings in 1954 would have been about 10% higher if egg prices had followed a normal seasonal pattern, Mr. Mitchell declared. Egg prices dropped in the fall for the first time in at least 15 years, he explained. Frozen eggs are the company's fifth most important item in dollar sales volume, immediately behind margarine and yeast.



MISSOURI FESTIVITIES—A few surprises sprung at the banquet program of the Missouri Bakers Assn. convention program are recorded in these pictures. At the left William F. Ellerbrock, Ellerbrock's Bakeries, president, Missouri Bakers Assn., is shown accepting an award citation for leadership. It was from the Midwest Bakers Allied Club and awarding it is Harvey Rodgers, Research Products, master of ceremonies and past president of the Midwest club. Seated are H. L. Zimmerman (left) Emporia (Kansas) Pastry Shop, and William Boone. In the next photo C. J. Patterson, Jr., C. J. Patterson Co., president of the Midwest Bakers Club, laughs heartily at Mr. Eller-

brock's vocal version of his "Missouri Bakers" song. Accompanying him is a violinist (in appropriate baker's garb) from the Three Troubadors. In the third photo Mr. Ellerbrock has an audience, composed of (from the left): Mrs. C. J. Patterson, Jr., Mr. Patterson, Mr. Rodgers, Mr. Zimmerman, Mr. Boone and Mrs. Boone. The Three Troubadors in the last photo are serenading the following (from the left): Mrs. Ed W. Jones; Mrs. George H. Buford; Mr. Buford, Flour Mills of America, Inc., secretary of Missouri Bakers Assn.; Mrs. Patterson; Mr. Patterson, Mr. Ellerbrock, Mr. Rodgers and Mr. Zimmerman.

Social Festivities Round Out Business Sessions of Missouri Bakers Association

EXCELSIOR SPRINGS, MO.—A full day of discussion on public relations for the baker, bulk handling, retailers' problems and demonstrations, topped off by an evening of social events, highlighted the recent gathering of the Missouri Bakers Assn. at the Elms Hotel, Excelsior Springs, Mo. About 200 members and guests from Missouri and Kansas attended.

Harvey Rodgers, Research Products, Kansas City, master of ceremonies introduced Ed W. Jones, Meinrath Brokerage of Kansas City, program co-chairman, who keynoted a discussion of public relations for the baker. Dudley McFadden, public relations director, American Bakers Assn., outlined important points to consider in improving a public relations program.

C. J. Patterson, Jr., C. J. Patterson Co., Kansas City, president of Midwest Bakers Club, was master of ceremonies at the luncheon and presented a camera kit to William F. Ellerbrock, Ellerbrock's Bakeries, St. Louis, president, Missouri Bakers Assn. Mr. Ellerbrock then presented Mr. Patterson a special Missouri bakers chairman apron. Larry Ray, baseball announcer and guest speaker, after being heralded by a piano duet of "Take Me Out to the Ball Game," by Mrs. Carl Muff and Charles Ballew, talked of the new Kansas City Athletics.

Sam Pasternak, Cake Box Bakers of Kansas City, presented a special cake to Mr. Ray.

Bulk Handling Discussed

The afternoon discussion by wholesale bakers on "Bulk Handling of Materials" was led by the following panel members: Mr. Patterson, chairman and moderator; Ted F. Ronson, Fred Pfening Co., Columbus, Ohio; Ben Crissey, Crissey Co., Kansas City; Harvie Barnard, Clinton Foods, Inc., Clinton, Iowa; Russ Schaumburg, Schaumburg Co., St. Louis; Tom Ford, Corn Products Co., Chicago; Don Trout, Trout Bakery, Boonville, Mo.; Carl Muff, Muff's Bakery, Trenton, Mo.; R. E. Crowley, Southwest Trucking Co., Kansas City, Kansas, and James Anderson, Banner Cookie Co., Carrollton, Mo.

The afternoon retail session was featured by a display of sweet goods, coffee cakes, Danish pastries, special breads arranged by Frank Schaefer, Standard Brands, Inc., Kansas City,

and Alex Baumeister, Anheuser-Busch, Inc., Kansas City.

An evening hospitality hour was highlighted by the Three Troubadors of Kansas City who were decked out in the Missouri Bakers Assn. caps and aprons.

The banquet program was in charge of Harvey Rodgers, Research Products, master of ceremonies, who presented the Midwest Bakers Club's citation of leadership to these men: Mr. Ellerbrock; S. K. Alexander, Jr., president, Kansas Bakers Assn., Topeka (citation was accepted by the past president, James Chase of Manhattan, in Mr. Alexander's absence); Mr. Patterson; and George H. Buford, secretary, Missouri bakers Assn. who is with Flour Mills of America, Inc., Kansas City. Mr. Ellerbrock presented Missouri caps and aprons to these men for their part in making the meeting successful: Program co-chairman, Ed W. Jones, Meinrath Brokerage, Kansas City; registration co-chairman, William Kahle, Merck & Co., Kansas City; registration co-chairman, Walter West, Standard Brands, Inc., Wichita, Kansas and master of ceremonies, Harvey Rodgers, Research Products, Kansas City.

Meyer Bakeries Holds Production Conference

ST. LOUIS—Laboratory demonstrations, lectures, and discussions highlighted a three-day conference of the production personnel of the Meyer Bakeries, Rogers, Ark., in the offices and laboratory of R. W. Selman & Associates, Inc., in St. Louis.

Visits also were made to the Valier & Spies Milling Co. plant and to the yeast manufacturing plant of Anheuser-Busch, Inc., serving as a background for consideration of flour and yeast as essential ingredients of bread.

Attending the conference were Charles Meyer, Jr., Little Rock; John Tinker, production superintendent, Jonesboro; Emmet Suart, production superintendent, Little Rock; Rolan Fletcher, production superintendent, Pine Bluff, and Roland Selman.

—BREAD IS THE STAFF OF LIFE—

TWO NEW BUILDINGS

DETROIT—Manufacturing facilities at the Divco Corp. plant here have been increased by the occupancy of two newly-erected buildings, G. E. Muma, president, announced recently. The two structures will provide an additional 4,800 sq. ft. of space. Expansion was made as a result of increased demand for house-

to-house delivery trucks to serve the needs of bakeries and other businesses. Divco manufactures delivery route trucks.

—BREAD IS THE STAFF OF LIFE—

130 Attend Northwestern Production Meeting

MINNEAPOLIS—An attendance of 130 was recorded for the February meeting of the Northwestern Production Mens Club at the Hasty Tasty Cafe, Minneapolis, highlighted by a talk on "Corn Sweeteners" by T. J. Otterbacher, Corn Products Sales Co.

The use of dextrose in place of sucrose has no effect on gas production, gas retention, proof time and volume of bread, while enabling it to remain fresher longer, Mr. Otterbacher pointed out. He used slides to trace the make-up of a kernel of corn and methods of processing corn into some of the 600 products now available from it.

—BREAD IS THE STAFF OF LIFE—

Mechanized Production of Danish Pastry Described

CHICAGO—The mechanized production of rolled-in Danish pastry was discussed at the regular meeting of the Chicago Bakery Production Club held at the Midland Hotel here the evening of Feb. 8. Speaker for the evening was Paul Pfrommer, demonstrator and bakery engineer for Durkee Famous Foods, Chicago.

Mr. Pfrommer said that Danish pastry can be produced on high speed mixers, but the dough will have to be given sufficient time to relax between each stage. The same dough base can be used for several different fillings, he said. The time, temperature and humidity must be controlled for best results, and good fillings, since they represent 25% of the whole product, must be of top quality.

The next meeting of the club will be in April. March is being skipped because the American Society of Bakery Engineers will have its annual meeting in Chicago during that month.

—BREAD IS THE STAFF OF LIFE—

W. J. STAGGERS, SR., DIES

WEST POINT, MISS.—William J. Staggers, Sr., head of Staggers' Bakery, West Point, Miss., died recently. Survivors include his widow, two sons, William, Jr., who is associated with the bakery, and Dr. Richard Staggers of New Orleans, two daughters, Mrs. Bonner Shinn of Litchfield, Ill., and Mrs. Bill Bettis of Tampa, Fla.



BAKERY ADDITION—A \$100,000 addition to the Zinsmaster Baking Co. plant in St. Paul that will speed truck loadings and unloadings has been completed, Harry Zinsmaster, president of the firm, has announced. The new building will accommodate 30 truck transports at a time. Loading operations will be further streamlined by the use of conveyor-type equipment. The 170-ft. by 50-ft. addition is constructed of concrete blocks with a glazed tile interior. The building's front is brick-faced to harmonize with the rest of the bakery. Windows are constructed of glass blocks. Artificial lighting is by continuous rows of fluorescent lamps. Space previously used for truck loading has been utilized for needed expansion in the production and sales departments, Mr. Zinsmaster said.

Economist's Analysis of Rising Bread Prices Cites Higher Costs Of Labor, Ingredients, Services

WASHINGTON — The average price paid for white pan bread by urban consumers was about $\frac{3}{4}$ ¢ or nearly 5% higher in 1954 than in 1953, according to a recent analysis by Stanley W. Phillips, agricultural economist with the Agricultural Marketing Service of the U.S. Department of Agriculture.

The details of the price advances are shown in the accompanying Table I. This was the ninth successive year in which wheat bread prices were above those of the preceding year, Mr. Phillips points out.

During the first half of the year, virtually no change occurred, the average remaining at 17¢. Beginning in July, a series of increases brought the level to 17.6¢ in December, which was higher than it had ever been before.

Again the increases were attributed to higher costs of labor and ingredients. Average hourly earnings of production workers in the bread-baking industry edged upward during the year. Further progress in mechanization may have reduced some of the impact of these increases on production costs in some instances but for most bakeries higher wage rates probably meant higher labor costs per unit of output.

Higher Flour Prices Noted

Higher prices of flour in 1954 resulted from a relative scarcity at prevailing market prices of hard wheats suitable for the flour used in commercial bread production. The farm value of wheat represented in a standard 1 lb. loaf of bread was approximately 2.7¢ in 1954 compared with an estimated 2.5¢ in 1953.

Farmer's Share Stable

Despite the higher prices of bread-type wheat in 1954, the farmer's share of the retail bread price advanced only from 15% in 1953 to 16% in 1954. Explanation for this lies mainly in the fact that the farm value of wheat represented in a loaf of bread forms such a relatively small part of the retail price of bread that considerable variation can take place in wheat prices without an appreciable change occurring in the farmer's share of the consumer's bread dollar, Mr. Phillips said.

Milling Margins Widened

The gross margin for flour at the mill level represents the difference between the sales value of flour and cost of wheat to the mill after adjustments are made for by-product allowances (Table I, columns 5, 6, 7). The gross margin in 1954 of 0.8¢, which compared with 0.7¢ in 1953, was wider than in most earlier years. It included higher flour-mill labor costs and slightly larger profits.

The fiscal year 1954 appears to have been a prosperous one for flour mills in spite of a decline in production. Net income of eight large flour milling companies was larger in the aggregate than in the preceding year although net sales showed a decrease. Seven of the eight showed a gain in net income over the previous year. Two which had shown deficits in 1953 indicated profits in 1954. Net income for the eight firms moved

from 1.2% of sales in fiscal 1952 and 1953 to 1.8% for the year ended in mid-1954, the economist said.

Higher flour prices and greater efficiency as well as a favorable market for feeds and by-products explain higher net income when production and sales of flour were declining and wage rates were increasing. Prices of types of flour commonly used in commercial bread baking were higher in the fiscal year 1953-54 than in 1952-53 (Table II). The first half of fiscal 1954-55 saw further advances.

Earnings also were improved in flour milling by reorganization of money-losing corporate structures, dropping of unprofitable lines, and closing high-cost mills.

Bakery Gross Margins Increased

The largest share of the retail bread dollar goes to the wholesale bakery for making bread and slicing, packaging and distributing the product to retail stores. For these services the wholesale bakers claimed as a gross margin approximately 10¢ of the 17.2¢ paid by the American consumer for a loaf of bread in 1954. Higher wage rates were chiefly responsible for making this margin larger in 1954 than ever before.

Year-to-year changes in labor costs can be measured roughly by hourly

earnings of production workers. In the bread and cake industry, current Bureau of Labor Statistics reports show that the 1954 average hourly earnings were about 8¢ above the 1953 level of \$1.60 per hour. Although this 5% increase is smaller than in other recent years, it enlarged the bakery gross margin and was an additional upward pressure on prices of bakery products.

Advances in the prices of flour during 1954 were cited by the baking industry as a chief reason for bread price increases. A pound of baked bread contains approximately 0.649 lb. flour. With flour prices in major markets approximately 10% higher in 1954 than in 1953, the increase in the cost of flour to bakeries amounted to about 0.3¢ per loaf of bread or something over 2.0¢ per dollar of sales in 1954.

This increase in the cost of flour assumes greater significance in terms of the profit position of the industry. A sample of six large wholesale bakeries enjoyed an average net income (after taxes) of 2.5¢ per dollar of sales in 1952 and 2.6¢ in the succeeding year. Had the 1953-54 flour price advances not been passed on in the form of higher bakery-product prices, the net income of the industry would have been reduced sharply.

Higher bread prices in 1954 apparently did not increase the income of many baking firms. Profits data for the first three quarters of 1954 are available for four of the six firms in the group mentioned above. Their net income after taxes during this period was 17% less than in the same period in 1953. Price rises occurring during the year tended to check the decline in income, for in the third quarter, the 1954 income



Lloyd West

G. D. Reish

BUYS FOIL FIRM—The acquisition of all assets of Reish Products, Inc., has been announced by W. Race, president of Sutherland Paper Co., Kalamazoo, Mich. Reish Products, Inc., a South Bend concern, manufactures a full line of formed foil dishes, under the "Temp-Tainer" name. George D. Reish, president of Reish Products, is sales manager of Sutherland's new formed foil packaging division. Lloyd H. West, until now vice president of the South Bend company, takes over sales promotion duties in Sutherland's newly-created division. Bruce Sutton will serve in a supervisory capacity in the plant.

was only 7% less than in the third quarter of 1953.

Retail Gross Margins

The major part of commercially baked bread is distributed by the bakery driver-salesmen to the shelves of retail stores, Mr. Phillips acknowledges. Although regional variations exist, grocers receive about 2¢ per loaf for selling bread to the consumer, providing short-time storage, additional wrapping, and sometimes credit and delivery. This gross margin has varied only slightly over a number of years even though prices have risen substantially.

An average of the spread between wholesale and retail prices in four cities (San Francisco, Chicago, New Orleans and New York) showed an over-all gradual movement in 1954 from 1.7¢ in the first quarter to 2¢ in the last quarter. This variation may be attributed to lags in the retail price.

Rough comparisons can be made between the retail gross margins of 10 to 12% of the retail price for bread and the margins for other food items. According to trade sources, gross margins of larger stores selling fresh meat have varied from 17 to 20% in recent years. Produce departments in similar stores have shown a gross margin of 23 to 25%. Dairy department gross margins have ranged from 8 to 11% for butter and eggs to 19 to 21% for packaged cheese. Fluid milk with a shelf life comparable to bread but requiring refrigeration has provided a gross margin of around 11%.

Gross margins accounted for 13% of the retail price of items in the grocery department. The bread margin of 10 to 12% was equal to or higher than that of many large volume dry groceries some of which have longer shelf life. Among these, sugar (5 to 8%), flour and mixes (9 to 12%), and shortenings (7 to 11%) may be cited.

Within the baked goods classification, crackers, cookies and sweet goods carried retail gross margins ranging from 19 to 21%. These approximate proportions of the consumer dollar received by the grocer for various food items generally were much lower than those received by retail stores selling apparel, drugs, hardware, appliances and nonfood commodities, Mr. Phillips noted.

Table I—WHITE PAN BREAD

(Retail Price of a Pound Loaf, Estimated Baker's and Miller's Gross Margins, Estimated Farm Value of Ingredients, and Farmer's Share of Retail Price, Annual 1946-54, Quarterly 1953 and 1954 (1))

Year and quarter	Retail price (2)	Cost to baker			Miller's cost			Farm value			Farmer's share of retail price	
		Flour (3)	All ingredients (4)	Baker's margin (5)	Wheat (6)	Flour (7)	Miller's margin (8)	Wheat (9)	All ingredients (10)	Wheat (11)	% (12)	% (13)
1946	10.4	2.5	3.6	6.8	2.5	2.2	(11).5	2.1	2.6	20	25	25
1947	12.5	3.9	5.1	7.4	3.8	3.0	.8	2.9	3.5	23	28	28
1948	12.9	3.5	4.7	9.2	3.4	2.8	.6	2.5	3.3	19	24	24
1949	14.0	3.2	4.3	9.7	3.2	2.6	.6	2.4	2.8	17	20	20
1950	14.3	3.4	4.4	9.9	3.3	2.6	.7	2.5	2.9	17	20	20
1951	15.7	3.6	4.8	10.9	3.5	2.7	.8	2.6	3.2	17	20	20
1952	16.0	3.5	4.6	11.4	3.4	2.7	.7	2.6	3.1	16	19	19
1953	16.4	3.6	4.8	11.6	3.5	2.8	.7	2.5	3.1	15	19	19
1954	17.2	3.9	5.1	12.1	3.8	3.0	.8	2.7	3.2	16	19	19
1953—												
Jan.-Mar.	16.2	3.5	4.6	11.6	3.5	2.8	.7	2.6	3.1	16	19	19
Apr.-June	16.3	3.5	4.7	11.6	3.5	2.8	.7	2.5	3.1	15	19	19
July-Sept.	16.5	3.6	4.8	11.7	3.5	2.7	.8	2.4	2.9	15	18	18
Oct.-Dec.	16.8	3.8	5.0	11.8	3.7	3.0	.7	2.6	3.2	15	19	19
1954—												
Jan.-Mar.	17.0	3.8	5.0	12.0	3.7	2.9	.8	2.7	3.2	16	19	19
Apr.-June	17.0	3.9	5.1	11.9	3.8	2.9	.9	2.6	3.1	15	18	18
July-Sept.	17.3	4.0	5.2	12.1	3.9	3.0	.9	2.7	3.2	16	18	18
Oct.-Dec.	17.5	4.0	5.2	12.3	3.9	3.1	.8	2.8	3.3	16	19	19

(1) Data for 1939-53 were published in the February, 1954, issue of the Market and Transportation Situation. Annual data for 1919-38 may be obtained upon request.

(2) Retail prices estimated by the Bureau of Labor Statistics as averages of those paid by consumers in urban communities of 2,500 population or more.

(3) Weighted average wholesale value of 0.649 lb. of several types of bread flour in five markets adjusted to the level of cost to bakers as reported in the Censuses of Manufactures.

(4) Cost of flour, shortening, dry milk, yeast, salt, sugar, malt extract and mineral yeast food, used per pound of bread (estimated average formula for 1935-39) adjusted to level of cost to bakers as reported in the Censuses of Manufactures.

(5) Gross margin or spread between the estimated cost to the baker of all ingredients used in a pound loaf of white bread and the retail price.

(6) Weighted average wholesale value of 0.649 lb. of several types of bread flour in five markets adjusted to mill-sales level as reported in the Censuses of Manufactures.

(7) Weighted average wholesale value of 0.912 lb. of major classes and grades of wheat used for milling bread flour in six markets, adjusted to level of cost to miller as reported in the Censuses of Manufactures, and further adjusted to eliminate imputed value of millfeed by-products.

(8) Gross margin or spread between the estimated cost of the wheat to the miller and the estimated mill-sales value of the flour.

(9) Payment to farmers for 0.912 lb. of wheat less imputed value of millfeed by-products, based on average price received by farmers for all wheat.

(10) Value at prices received by farmers, less by-product allowances, for the quantity of wheat and other farm products yielding ingredients used in the baking of a pound loaf of white bread.

(11) Includes subsidy payment by Federal Government of 0.2¢ in 1946. This estimate of subsidy payments on 0.912 lb. of wheat was adjusted to eliminate portion imputed to millfeed by-products.

Table II—Average Monthly Flour Prices, Five Selected Markets, 1952-53 and 1953-54

Market and type	Average prices per cwt.—		Percentage increase
	July 1, 1952—June 30, 1953	July 1, 1953—June 30, 1954	
New York, spring patent	6.46	7.02	8.7
Buffalo, spring patent	6.32	6.97	10.3
Chicago, winter patent	6.76	6.20	7.4
Minneapolis, spring patent	5.74	6.36	10.8
Kansas City, winter patent	5.47	5.93	8.4

Formulas for Profit

Use Prunes In a Wide Variety Of Tasty Products

PRUNE SPICE CAKES

Cream together:
2 lb. granulated sugar
8 oz. shortening
1 lb. 12 oz. ground pitted prunes
5 oz. cake flour
1½ oz. soda
¼ oz. cinnamon
¼ oz. allspice
¼ oz. cloves
¼ oz. ginger

Add gradually:

8 oz. whole eggs

Stir in:

3 lb. buttermilk

Sieve, add and mix in until smooth:

2 lb. 8 oz. cake flour

Deposit into pans of desired size and bake at about 360° F. After baking and when cooled, fill the layers and ice the cakes with the following icing.

Prune Icing

Beat until stiff:

10 lb. powdered sugar

1 lb. corn syrup

1 lb. egg whites

1 lb. 8 oz. water

½ oz. salt

½ oz. cream of tartar

Then mix in thoroughly:

4 lb. ground pitted prunes

Note: The addition of a small amount of lemon juice will improve the flavor. If desired a little cinnamon may be added to the icing. Thin the icing down with a little water if necessary.

PRUNE APRICOT SAUCE CAKES

Cream together:

1 lb. 12 oz. brown sugar

8 oz. shortening

1½ oz. soda

1 oz. salt

1 lb. 8 oz. ground pitted prunes

Add gradually:

8 oz. whole eggs

Then stir in:

1 lb. 8 oz. buttermilk

Sieve together, add and mix in:

2 lb. cake flour

¼ oz. baking powder

Then mix in thoroughly:

1 qt. canned apricots

Deposit into pans of desired size and bake at about 360 to 370° F. Scale 11 oz. in 7-in. round layer cake pans and 14 oz. in 8-in. pans. After baking and when cooled, ice the cakes with the following icing.

White Fudge Icing

Cook to 228° F.:

2 lb. 4 oz. granulated sugar

6 oz. honey or invert syrup

1 lb. milk

When cool add and beat together until smooth:

6 oz. butter

4 lb. 8 oz. powdered sugar

Vanilla to suit

Note: If a thinner icing is desired thin the above icing down with a little cream or milk and mix smooth. As soon as the cakes are iced,

sieve a small amount of cinnamon over the tops of the iced cakes. For the best possible results the cakes should be placed in the oven as soon as possible, in order to decrease the reaction of the soda with the buttermilk and apricots before baking. Break up the apricots thoroughly before adding them to the cake batter.

CALIFORNIA PRUNE CAKES

Cream together:

2 lb. brown sugar

1 lb. 4 oz. granulated sugar

8 oz. butter

12 oz. shortening

1 oz. salt

½ oz. cinnamon

Add gradually:

1 lb. 8 oz. whole eggs

Mix together and add:

¾ oz. soda

8 oz. water

Stir in:

2 lb. chopped pitted prunes

Mix in:

2 lb. 4 oz. buttermilk

Sieve together, add and mix in until smooth:

2 lb. 12 oz. cake flour

½ oz. baking powder

Deposit into pans of desired size and bake at about 360° F.

Note: Soak the prunes for two or three hours before cutting them, with a sharp knife, into pieces of desired size.

After the cakes are baked and cooled, ice them with the following icing.

Boiled Icing

Boil to 240° F.:

5 lb. granulated sugar

1 lb. corn syrup

1 lb. 4 oz. water

When the desired temperature is reached pour it slowly into the following beaten mass:

1 lb. 8 oz. egg whites

½ oz. salt

¾ oz. cream of tartar

Continue beating until the icing

is stiff. Then mix in 8 oz. powdered sugar and vanilla to suit. After the cakes are iced, place two prune halves together on various spots along the top edge of the cake and then place a strip of citron between the two halves.

PRUNE LUNCH CAKES

Cream together:

1 lb. 12 oz. granulated sugar

1 lb. shortening

½ oz. salt

1 lb. ground pitted prunes

¼ oz. cinnamon

Lemon flavor to suit

Add gradually:

1 lb. 4 oz. whole eggs

Stir in:

1 lb. 8 oz. milk

Sieve together, add and mix in until smooth:

2 lb. cake flour

1½ oz. baking powder

Deposit into pans of desired size and bake at about 360 to 370° F. When baked and cooled, place the following filling between two layers.

Prune Jam

Cook until a smooth paste is obtained:

7 lb. pitted ground prunes

4 lb. brown sugar

4 lb. water

¼ oz. salt

¼ oz. cinnamon

Lemon flavor to suit

¾ oz. corn starch

To ice the cakes use the following icing.

Prune Chocolate Icing

Mix together:

10 lb. powdered sugar

8 oz. corn syrup

¼ oz. salt

Vanilla to suit

½ oz. cinnamon

Add:

1 qt. luke warm water (variable)

Stir in:

1 lb. 8 oz. melted bitter chocolate

Then add:

8 oz. melted butter

Then mix in:

2 lb. ground pitted prunes

PRUNE QUICK BREAD

Blend together:

5 lb. bread flour

3 lb. graham flour

2 oz. soda

1½ oz. salt

¼ oz. cinnamon

Add and mix in:

4 lb. 8 oz. molasses

6 lb. 12 oz. sour milk or buttermilk

Then add and mix in:

5 lb. pitted prunes

Deposit into loaf cake pans of desired size and bake at about 340 to 350° F.

Note: Be sure to soak the prunes for about 10 to 15 min. and then drain them thoroughly.

The amount of milk to use may have to be varied somewhat depending upon the absorption of the flour.

PRUNE FILLED COOKIES

Cream together:

1 lb. 12 oz. granulated sugar

1 lb. 2 oz. shortening

¾ oz. soda

½ oz. ammonia

¼ oz. nutmeg

½ oz. salt

Add gradually:

8 oz. whole eggs

Mix in:

12 oz. honey

4 oz. water

Add and mix in:

1 lb. macaroon coconut

2 lb. 12 oz. flour

Roll out one half of the dough about ¼ to 3/16 in. thick. Cut into cookies using a 3 in. plain or scalloped round cutter. Place the cookies on lightly greased pans. Wash the cookies with water and then place a spot of prune filling on the center. Then cover them with cookies cut out of the balance of the dough. If possible, roll the dough slightly thinner for the top cookies. Seal the edges slightly and then wash the tops with a milk or light egg wash. Bake carefully at about 360° F.

Prune Filling

Mix together:

6 lb. ground pitted prunes

2 lb. 4 oz. granulated sugar

¼ oz. salt

½ oz. cinnamon

Add:

2 lb. honey

1 lb. corn syrup

Then add enough water to form a paste.

PRUNE DE LUXE SQUARES

Rub together between the hands, the same as for making pie dough:

2 lb. 4 oz. pastry flour

2 lb. granulated sugar

1 lb. 2 oz. shortening

½ oz. salt

1 lb. macaroon coconut

8 oz. chopped walnuts

¾ oz. cinnamon

Maple flavor to suit

Note: Do not rub excessively as the mixture will then become pasty.

Take one half of this mixture and spread it out evenly on a greased and dusted 18x26 in. bun pan. Dust a little flour over the surface and with a small rolling pin roll out evenly to cover the whole bottom of the pan.

Then bring to a boil:

2 lb. ground pitted prunes

1 lb. granulated sugar

1 lb. 12 oz. water

¼ oz. cinnamon

As soon as cooked, pour the filling over the top of the mixture and spread out evenly. Allow to cool and then take the balance of the flour, sugar, coconut, etc. mixture and sprinkle it evenly over the top of the prune filling. Dust a little flour over the surface and roll out carefully until smooth. Then sprinkle granulated sugar over the top and place on double pans. Bake at about 350 to 360° F. until golden brown.

Suggestions for Merchandising Delicious Prune Varieties

The public is becoming more and more conscious of the diet value of prunes. The baker can use this as a sales wedge. Further, the price of prunes compares favorably with many other ingredients. Their flavor blends well with various spices and such ingredients as coconut, nuts and oatmeal. Even when used by themselves prunes will result in tasty, quality products.

Pitted prunes are convenient for the baker's use. They are moist and soft and it is not necessary to wash them. The baker should purchase prunes of the highest quality. Their slightly higher cost will only be a minor factor when considering their effect on the flavor and eating quality of the finished products.

When displaying baked foods containing prunes, it is an excellent merchandising idea to also display prunes either in bulk or transparent packages. A combined display of these items is bound to attract attention and interest.

Display signs and streamers are available from various sources, usually without cost to the baker. Take advantage of this material. By alerting the sales force to the sales possibilities of baked foods containing prunes profits will be increased. The time and effort expended will be well repaid.

This will require about 40 min. When baked and thoroughly cooled, cut into squares or bars of desired size. This makes a very delicious and moist eating product. It has excellent keeping qualities and is a favorite wherever introduced.

PRUNE CAKES

Mix together for 3 to 5 min. on medium speed:

- 2 lb. 4 oz. cake flour
- 2 lb. 4 oz. shortening (emulsifying type)

Then add and mix for 3 to 5 min.:

- 6 lb. 8 oz. granulated sugar
- 2 lb. 12 oz. cake flour
- 2½ oz. salt
- ½ oz. cinnamon
- ¼ oz. nutmeg
- 2 oz. soda
- 2½ oz. baking powder
- 5 lb. prunes (cooked and pitted)
- 2 lb. buttermilk

Mix together, add in two portions:

- 3 lb. 12 oz. whole eggs
- 3 lb. 8 oz. buttermilk

Mix this for about 3 min. more. Deposit 12 oz. in 7-in. layer cake pans and 15 oz. in 8-in. layer cake pans. Bake at about 375° F. After baking and when cooled, ice the cakes with the following icing:

Prune Icing

Whip together:

- 1 lb. 4 oz. shortening (emulsifying type)
- 8 oz. butter
- ¼ oz. salt

Add gradually:

- 1 lb. prune juice
- 6 oz. orange or lemon juice

Sieve together, add and whip to the desired volume:

- 6 lb. powdered sugar
- 4 oz. milk solids (non-fat)

Note: Use the juice which has been drained off the cooked prunes. Allow the prunes to cool before using them in the batter.

PRUNE WHEAT COOKIES

Cream together:

- 1 lb. 8 oz. brown sugar
- 1 lb. shortening
- 1 lb. 4 oz. ground pitted prunes
- 12 oz. honey
- ½ oz. soda
- ¼ oz. cinnamon

Add gradually:

- 8 oz. whole eggs

Stir in:

- 1 lb. buttermilk

Mix together, add and mix until smooth:

- 1 lb. 8 oz. whole wheat flour
- 2 lb. 4 oz. pastry flour
- 1½ oz. baking powder

Allow the dough to set a little while and then roll out to about ¼ in. thickness. Sprinkle the top well with granulated sugar and then roll out to about ¼ in. thickness. Cut the cookies out, using a 2½- or 3-in. plain round or scalloped cutter. Place on lightly greased pans and bake at about 360 to 380° F.

PRUNE DELIGHT PIES

Place 6 to 8 oz. of chopped pitted prunes on the bottom of unbaked, 9-in. pie shells. Then pour the following custard pie filling on top and bake like regular custard pies.

Custard Filling

Mix together:

- 1 lb. 12 oz. granulated sugar
- 2 lb. 12 oz. whole eggs
- ¼ oz. salt
- ¼ oz. nutmeg
- Vanilla to suit

Then stir in carefully:

- 8 lb. milk

Allow the filling to stand for about an hour before placing it into the pie shells. Stir it carefully now and

then in order to dissolve the sugar thoroughly. If the stirring is not done carefully, a foam will form which is objectionable, as it spoils the appearance of the baked pies. Bake the pies at about 380° F.

Prune Pie Filling

Bring to a boil:

- 6 lb. pitted prunes
- 8 lb. water
- ¾ oz. cinnamon
- 3 lb. 8 oz. granulated sugar
- ½ oz. salt
- 2 lemons (cut into quarters)

Allow this mixture to boil slowly for about 10 min. Then mix together and add to the boiling mass, stirring constantly to prevent scorching:

- 3 oz. corn starch
- 8 oz. water

Allow this mixture to cook for about 5 min. longer, stirring it well. Then place it in a container and allow it to cool thoroughly before filling the pies. Take the pieces of lemon out of the filling before it goes into the pies. If desired, the lemons may be finely ground and left in the filling. The addition of 8 oz. of fine chopped walnuts to the filling improves the eating quality.

PRUNE DANDY SNAPS

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. shortening
- ¼ oz. salt
- ¼ oz. soda
- ½ oz. cinnamon
- ¼ oz. allspice
- ¼ oz. nutmeg

Add gradually:

- 10 oz. whole eggs

Mix in:

- 1 lb. chopped pitted prunes
- 4 oz. chopped pecans
- 4 oz. chopped filberts or walnuts

Add and mix in:

- 8 oz. milk

Sieve, add and mix in thoroughly:

- 2 lb. flour
- ¼ oz. baking powder

Drop out, about the size of a silver dollar, on greased and dusted pans, using a No. 8 or 9 plain round tube with a canvas bag. Place a piece



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 46) and the Do You Know feature (see page 27), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

of prune in the center on top of each snap. Bake on double pans at about 360 to 370° F. If desired, after baking, the snaps may be covered on top with a thin fondant icing.

PRUNE OATMEAL COOKIES

Cream together:

- 2 lb. granulated sugar
- 1 lb. shortening
- 1 oz. soda
- ¼ oz. salt
- ½ oz. cinnamon
- 1 lb. ground pitted prunes

Add gradually:

- 6 oz. whole eggs

Stir in:

- 5 oz. milk

Then add and mix in:

- 2 lb. pastry flour
- 1 lb. oatmeal

Roll out to about ¼ in. thickness. Cut the cookies out with a 2½- or 3-in. plain round or scalloped cutter. Place on lightly greased pans and then wash the tops with an egg wash. Bake at about 380° F.

PRUNE WHIP (FILLING OR TOPPING FOR CAKES)

Remove the pits from

- 3 lb. prunes

Then cut the prunes into small pieces.

Add and mix together:

- 1 lb. powdered sugar
- Grated rind of one orange
- ½ oz. cinnamon
- ½ oz. salt

Then beat until thick but not stiff:

- 1 qt. cream

Then stir the prune mixture into the cream. Chill thoroughly before using or keep filled and iced cakes under proper refrigeration.

PRUNE BOSTON BROWN BREAD

Mix together:

- 1 lb. granulated sugar
- 4 oz. shortening
- 2 oz. salt
- 2 oz. soda
- 2 oz. yeast

Add:

- ¼ qt. high grade molasses

Mix together and add:

- 1 lb. cake or cookie crumbs
- 4 lb. water

Then add and mix in well:

- 1 lb. corn meal
- 1 lb. whole wheat flour
- 8 oz. rye flour
- 1 lb. 8 oz. bread flour
- 2 lb. chopped pitted prunes

Scale 1 lb. of batter into regular greased Boston brown bread pans. Place the covers on top and then place them in a regular steamer. Fill the steamer with water up to the top of the inside bottom plate. Place in the oven and then bake for about two hours at 370 to 380° F.

PRUNE RAISIN COOKIES

Cream together:

- 2 lb. 4 oz. granulated sugar
- 12 oz. shortening
- 1 lb. 8 oz. ground pitted prunes
- 8 oz. ground seeded raisins
- ½ oz. soda
- ¾ oz. salt
- ¼ oz. nutmeg

Add:

- 8 oz. whole eggs

Stir in:

- ¼ pt. molasses

Add:

- 6 oz. milk

Sift together, add and mix in until smooth:

- 2 lb. 8 oz. pastry flour
- 1 oz. cream of tartar

Roll out to about ¼ in. thickness. Cut out with a 2½- or 3-in. plain round or scalloped cutter. Place the cookies on lightly greased pans. Then wash with an egg wash and place a whole seeded raisin in the center. Bake at about 370 to 380° F.

PRUNE OATMEAL DROPS

Cream together:

- 1 lb. 4 oz. granulated sugar
- 6 oz. butter
- 6 oz. shortening
- ½ oz. soda
- ½ oz. salt
- 1 lb. 8 oz. ground pitted prunes
- Vanilla to suit

Add gradually:

- 6 oz. whole eggs

Stir in:

- 8 oz. milk

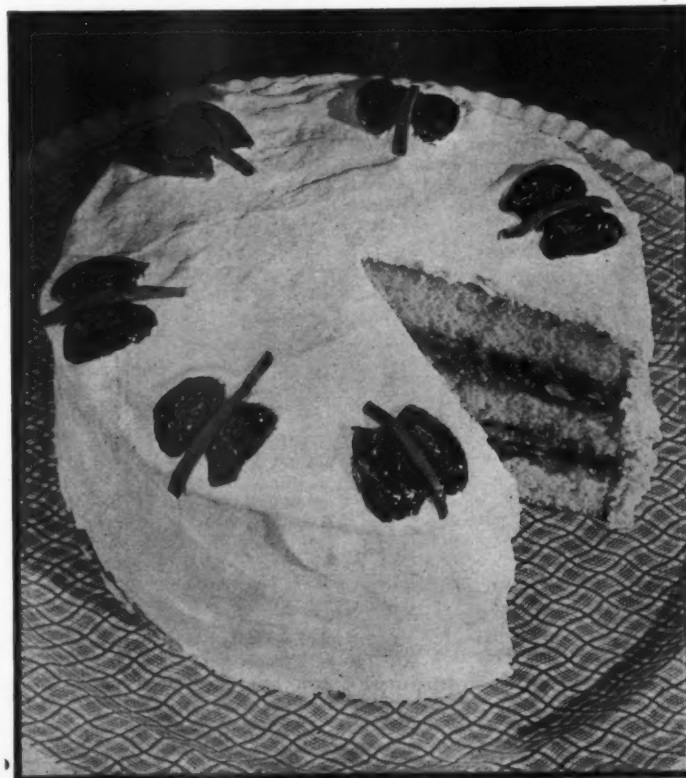
Add:

- 12 oz. oatmeal

Then add and mix in until smooth:

- 12 oz. pastry flour
- 12 oz. bread flour

Drop out on greased and dusted pans. Bake on double pans at about 360 to 370° F.



Prune Cake

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BLUEBERRY SALES TOOLS — Pictured above are some of the merchandising tools the Fleischmann Division of Standard Brands, Inc., is offering the nation's bakers to help them take advantage of the increasing, year-round consumer demand for blueberry pies and other blueberry products. The two window strips (left) are done in full color and may be obtained from local Fleischmann repre-

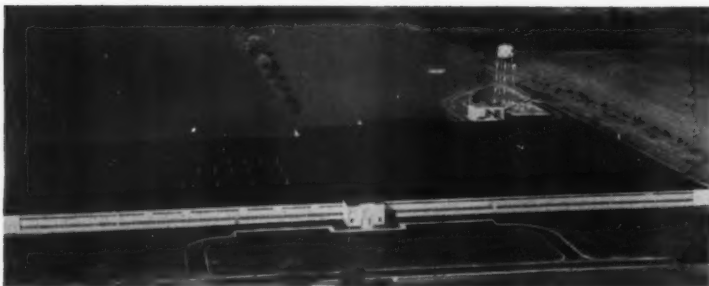
sentatives. The simple but effective window display (right) was developed by the Fleischmann sales promotion department to show what could be made up for less than \$5. Blueberry pies can be sold this winter at practically the same profit as other fruit pies, the company says, adding that blueberries are becoming popular as a variety item.



PLUG BREAD'S NUTRITION VALVE—Houston bakers who are members of the Texas Gulf Bakers Council attended a series of meetings recently on the nutritional value of bread. Left to right: John Koetting, chairman of the board of the Fehr Baking Co. and chairman of the council; Otis Daughtry, manager, American Bakeries Co., Grennan division; Bill Arnold of American's Cook Book bread division; J. K. Whitten, assistant manager, Mrs. Baird's Bakeries, Inc.; H. H. Holcomb, manager of the National Biscuit Co. bread bakery; Irving Axelrod, merchandising manager, J. Weingarten, Inc.; J. D. O'Banion of Henke & Pilot, Inc., and Paul E. Borel, Borel's Bakery. Since last September the group has distributed nearly 25,000 pieces of American Bakers Assn. and American Institute of Baking promotional material, including 12,100 "Eat and Grow Slim" booklets and nearly 4,000 "Wheel of Good Eating" pieces.



MERCHANDISING THEME, DISPLAY—"Good Breakfasts Taste Better When Served With Holsum Bread" is the theme for the February and March breakfast promotion developed by the W. E. Long Co. for Holsum bakers. Joan Beard, the Holsum TV girl likes the idea of serving Holsum toast and jelly for an added flavorful and nutritious breakfast time treat (above). Helping the grocer sell more high-profit foods along with Holsum Bread is the basic concept behind the "Good Breakfasts Taste Better" promotion. The related foods story will be carried in all Holsum newspaper, radio, TV and outdoor advertising. Point-of-purchase material, in full color, brings the advertising program right into the store with aids that include 28 in. by 58 in. wall posters, over-wire hangers, shelf talkers and window and interior streamers.



NEW PLANT—Sutherland's Paper Company's new specialties division near Kalamazoo, Mich. is now in full production. The new plant is 468,000 sq. ft. in area, or approximately 11 acres under roof. It is a one-story building with a two-story office section at the front. It is anticipated that the new plant will substantially increase efficiency with raw material warehousing, manufacturing, and finished goods storage all under the same roof. There is also space for additional equipment.

NABISCO TO MOVE—The National Biscuit Co. will move its main offices to this new 30-story, air-conditioned office building to be erected on Park Avenue between 55th and 56th streets, it has been announced by George H. Coppers, Nabisco president. The new building, to be known as the 425 Park Ave. building, is scheduled for completion by Oct. 1, 1956. Nabisco will occupy the second to seventh floors of the building. The firm has maintained offices in the Chelsea area of Manhattan since it was founded in 1898.



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Record of Promotional Performance

1954 Progress of Baking Industry Labeled "Just Fair" in Face of General Food Gains

IT IS THE usual custom in most businesses to take inventory at the year-end, not only of the physical assets but of the general prospects for the business in the year ahead.

It seems to me that the year which ended just a few weeks ago presented one of the best opportunities we've ever had to take an inventory of our entire industry. There are, I believe, more factors to evaluate, a little more information about our industry, making it possible to study the past and weigh the future to perhaps better advantage than ever before.

There is still a great deal of information missing — information which would be a big help in deciding where we are going and how we might get there with the least difficulty. But all in all, I think we have a bit more material to guide us in our thinking and planning.

The record of the baking industry, as we can figure it, during 1954 was just fair. All the figures available seem to indicate that the total baker volume was but little if any better than 1953.

Gains in one part of the country were offset by losses in another section, with a resultant levelling off of total industry volume.

The available information does not give a complete enough picture of the industry to permit accurate analysis of all the factors which have influenced sales of bakery foods, particularly bread.

But looking at the national picture of the baking industry, and comparing certain things with the same factors in other industries, there is a very natural conclusion which must be reached. That conclusion, it is our belief, has a bearing on our industry's picture today and its outlook for the future.

A few months ago, the U.S. Department of Agriculture issued its estimate of food consumption by items, in the U.S.

This report forecast consumption of meat at 154 lb. per capita for 1954, a gain of nearly $\frac{1}{2}$ lb. over 1953. It also gained $7\frac{1}{2}$ lb. over the 1947-49 average.

Per capita consumption of eggs was indicated at 412, a gain of exactly one dozen eggs per person over 1953 and an increase of 32 eggs per person over the 47-49 average.

Cheese consumption was figured at 7.4 lb., up three tenths over 1953 and a half pound greater than the 47-49 average.

Fluid milk and cream was estimated at 355 lb., up 5 lb. for the year, but 4 lb. under the 47-49 average. However, it is a gain of 25 lb. over the 35-39 average.

Citrus fruits are figured at a high total consumption, fresh vegetables up slightly, frozen fruits and frozen vegetables up sharply.

And potato consumption is estimated at 104 lb. per capita in 1954, 2 lb. greater than in 1953 but 8 lb.

under the 47-49 average and 24 lb. under the 35-39 average.

Wheat flour consumption is estimated at 126 lb. per capita for 1954, unchanged from 1953, 9 lb. below the 47-49 average and 31 lb.

per capita below the 1935-39 average. (That's a string of figures, but I hope you will keep them in mind.) Particularly keep in mind that of the items I just listed wheat flour is the only one which did not show a gain in 1954 over 1953.

The unchanged figures, I suppose, might be considered a ray of sunshine. It is the first time that we have not recorded a decline for many years. But personally I don't have enough Pollyanna in my makeup to be very happy about the fact.

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EDITOR'S NOTE: The accompanying appraisal of the baking industry's performance during last year, and prospects for the future, was found in an address by E. E. Kelley, Jr., president of the American Bakers Assn., before the recent 1955 meeting of the Tri-State Bakers Assn., New Orleans.

It is apparent from these government figures that other important food products recorded increases not only in total tonnage consumed, due to a greater population, but they also gained at a rate greater than the increase in population.

The single exception, again, is wheat flour.

We receive reports in our Chicago office from bakers whose volume totals 60 million pounds of bread each week. We compare these reports with the figures from the same plants in the same week of the previous year.

For the year as a whole, the tonnage from those plants was just

about on a par with 1953. Some sections of the nation showed fair gains over the previous year, but sharp declines were recorded elsewhere.

Sixty million pounds of bread each week, with plants reporting from every state and including a cross section of plants large and small, should be a good barometer of the entire industry.

We could take a defeatist attitude that it is all due to dieting. Personally, I think the dieting craze is slightly on the wane. Moreover, I'm inclined to feel that it had more publicity than was fully justified.

Talk of 30 million people over-

weight does not take into consideration the overweight athletes who are not by any means obese. And you can eliminate a few million people who are only a pound or two overweight and who should not be concerned with dieting.

In the last analysis there may be 10 to 15 million people enough overweight to justify reducing diets. That's too many, I'll grant, but it is a small percentage of the potential bread eaters of the nation, in terms of total population.

I believe we must look elsewhere for the reasons behind any failure of our industry to show the gain that



E. E. Kelley, Jr.

"... We've missed the boat ..."

it should in total tonnage moved and in per capita use.

What is it that is being drummed most into the consciousness of the consumer these days, as far as food is concerned? I think you will agree that nutrition is getting more attention than it ever has before.

The subject of diet and health, eating to maintain complete health, is being hammered home by every possible means. There are more people concerned with nutrition working in every area. More nutrition education is appearing in schools. Doctors are placing more emphasis on diet, on sound eating for better health and to recover health in cases of illness.

And what has been the theme of most of those food categories which I gave you a while ago and which are showing advances in consumption?

When you think of milk, do you think of it as just a good beverage? Not at all, you think of it in terms of its contribution to you in the form of calcium and certain vitamins.

When the consumer thinks of meat, she thinks of protein. When she thinks of citrus fruit, she thinks of vitamin C.

And conversely, when you think of calcium, you think of milk; mention protein and you think of meat; speak of vitamin C and immediately you think of citrus fruit.

This is a direct result of campaigns of nutrition education which have been conducted by those industries for many years. And believe me, it has had results.

Not only have the national organizations within those industries built this knowledge of the nutritional elements in the products, but the individual commercial companies have followed the same themes. Get a collection of the advertisements of any fluid milk company, as an example, over a period of years and what do you find?

Emphasis on the high nutrition in their milk; a build-up on the great value you get from three glasses per day. A recitation of the high calcium, the riboflavin, the vitamins A and D.

The national organizations in the dairy field have been concentrating for years, some of them for several decades, on nutrition education. It is aimed at the consumer, at the teacher, at the doctor, and the school child. It goes across the board in every possible way to build an appreciation of milk in all forms.

Certainly the same is true of the California and Florida citrus organi-

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zations. They have concentrated their heavy guns, not on the fine flavor, the pleasure in consuming their products, but on their nutritional benefits.

Over the years, these industries and their component parts have spent tens of millions of dollars driving home to the consumer that their products build health.

In this day of growing awareness of the need for complete nutrition, I think it can be said rather flatly that the gains in consumption made by those industries rest in no small degree on a base of nutrition education.

And what about our own industry? The nutrition education which has been conducted for the baking industry rests about 99% in the hands of the American Bakers Assn., the American Institute of Baking and the Bakers of America Program. Their efforts have been going on for less than ten years.

The total amount of money spent since 1947 in this direction by these organizations—spent on behalf of an industry with a retail annual value of five billion dollars, would pay the advertising bills for the dairy industry or the citrus industry for a couple of months, based on their current budgets.

Here and there in the last year or two, some baking organizations have swung into nutrition education. I believe they have benefited.

But nothing comparable to the all out drive of the dairy industry, the meat industry or the citrus industry has been done by or for bakers.

We have concentrated heavily, almost to exclusion of everything else, in building demand for a brand name, not for a highly nutritious product.

A Forceful Story at Hand

And the most amazing part of the whole picture is that the story which we have not told is the most forceful story of nutrition which any product has to tell. And year by year, more facts of the healthful properties of enriched bread are being brought to light and receiving more acclaim from the highest authorities.

We like to tell the housewife that bread is the staff of life. But have we told her why it is the staff of life—why enriched bread is a stronger staff of life?

What's in a loaf of bread? Not just flour and shortening and salt and milk and yeast. It has protein of great value; it has three B vitamins without which health cannot be maintained; it has calcium and iron, necessary to the well-being of any individual; it provides quickly available energy.

Even when other industries compare the values of their products with bread, they pay us a compliment. A recent radio commercial for a milk association noted that a glass of milk has as much protein as four slices of bread. I think it is very nice of them to point out that eight ounces of milk contains only as much protein as less than four ounces of bread.

Undoubtedly you are all aware of the things the food faddist says to revile the bread you and I bake and which the housewife demonstrates over and over that she wants. I wonder how many of you know all the fine, constructive things you can say about the same bread.

Here are a few simple statements that can be said about bread, without exaggeration, without any extremes in language. These phrases were prepared by the Council on Foods and Nutrition of the American Medical Assn. and we are indebted to the Milers National Federation for presenting them in the study made in 1948 on consumer attitudes on bread.

Here is what the council says enriched bread contains:

"Protein to help build and maintain healthy body tissues."

"Food energy to sustain the pace of modern living."

"Vitamin B-1 or thiamine, for healthy nerves and normal appetite."

"Riboflavin—an important vitamin for children's growth."

"Niacin which helps keep tissues healthy and prevents pellagra."

"Iron, to help build the red blood needed for health."

If these simple phrases were drilled into the consciousness of every one of your consumers day after day, week after week and year after year, their appreciation of, their belief in and their use of bread would be increased steadily.

More and more studies are appearing which demonstrate that the combination of animal protein and vegetable protein in enriched bread—bread which contains at least 4% nonfat milk solids—is most excellent, comparable to any other food product in its values.

Evidence of the contribution of enrichment to improved health is all around you. The facts and figures of better health in the nation today are emphatic. There are plenty of experts in the field of medicine who declare that the enrichment program has been a very important factor in these improved statistics.

Picture of Position

Let me present to you now a summation of what it seems to me is a fair picture of our industry's position:

One—Since the turn of the century, the baking industry has been increasing steadily its output of products, due primarily to the decline in home baking coupled with an increasing population.

Two—Home baking today is all but eliminated and will be most insignificant in the future.

Three—From here on, increases in the output of our bakery foods must come from increases in population and holding or increasing per capita consumption. We cannot depend on further declines in home baking.

Four—In 1954, for the first time,

there were definite indications that we may be suffering a decline in the per capita consumption of bread.

Five—The lack of gain in our bread consumption has appeared despite the fact that we are selling the staff of life—a stronger staff of life—perhaps an even better food than we ourselves realize. New studies coming to light strengthen our position.

Six—We know that children naturally like bread. Maybe they like it because it has been the staff of life for thousands of years, or maybe they like it because their body knows they are satisfying a craving for the nutrients in bread.

Seven—As they grow older, children are led away from bread, probably by adults who become conscious of the misconceptions about bread and develop a lack of appreciation of bread.

Eight—Points six and seven sum up the fact, if we accept them as true, that the true nutritional values of bread have never been sold to the public.

There is much to say about enriched bread. There is a wealth of nutrition information which the consumer needs to know. It needs to get to her not once or twice in a year, but every week.

The work now going on, through the Bakers of America Program primarily, is helping, but it has to be backstopped by a thorough-going campaign by bakers. Publicity pieces which appear a few times a year in a newspaper build an impression. So do the radio and television programs which are set up in every area.

Magazine articles are fine and the distribution of literature penetrates to some extent.

It must go deeper, if we are to make any appreciable gains in the

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
 DANVILLE P. O. Astoria WISCONSIN

Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest Colorado highland wheats
 FORT MORGAN CO. COLORADO

KNAPPEN MILLING COMPANY

Producers of
**BEST QUALITY MICHIGAN
 CAKE & BAKERY FLOURS**
 AUGUSTA, MICH. PHONE 320

DAVID HARUM BAKERS FLOUR

From Nebraska's
 Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
 LEXINGTON, NEBRASKA

THE NEW CENTURY CO.

3939 So. Union Ave. Chicago 9, Ill.
 Always in Market for Flour and Feed
 Producers of
DRIED BREWERS' GRAINS

Quality Millers Since 1879 BUFFALO FLOUR

THE WILLIS NORTON
 COMPANY
 WICHITA, KANSAS

GARLAND MILLS INC.

GREENSBURG, INDIANA
 Cake, Cracker and Family Flours

1955

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in the Colorado Rockies

Peak Performance

BACKED BY

Superior Service

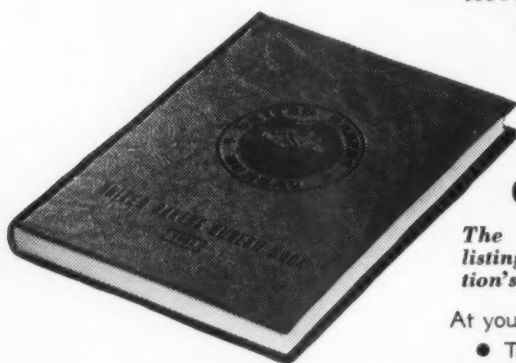
PIKES PEAK

BAKERY FLOUR



The COLORADO MILLING & ELEVATOR COMPANY

General Offices, DENVER, COLORADO



Never before ...

has the Baking Industry had such a valuable

Sales and Credit Guide

The only complete listing of all the nation's bakeries.

At your finger-tips:

- Trade styles
- Management
- Street addresses
- Paying habits

Extra Special!

THE 1954 EDITION ALSO SHOWS

- PRODUCTS BAKED
- METHOD OF DISTRIBUTION
- ANNUAL NET SALES

on over 11,000 bakeries—those progressive firms you want to sell



UNITED BAKERS BUREAU

BUREAU CREDIT AND REPORTING SERVICE ON
BAKERS IS THE MOST COMPLETE AVAILABLE

UNITED BUILDING LOUISVILLE 2, KENTUCKY

Lyon & Greenleaf Co., Inc.

MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.

ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

year ahead. Working from Chicago or through the efforts of our field nutritionists we can do only part of the job. We can broaden our publicity work. We can build, as we are building, closer contact with teachers and through them reach the home-maker of years to come.

But in your messages to your consumers, in your campaign to create a greater demand for your own products, you have an obligation to yourself and to the industry to move into this nutrition education campaign forcefully.

But this is only a small part of the work that should be done. Without a national advertising campaign such as those of the dairy, citrus and meat industries, the most effective way the complete story can be impressed on the consumer is through the advertising of every baker in the industry.

The story of the role of bread in the day to day and year to year health of the people must be told by each baker to his own consumers—the people who read or hear his advertising messages daily throughout the year.

Those statements I read to you as approved by the American Medical Assn. can be said in hundreds of ways by your own advertising people.

And these are not the only statements available. There are many others which can emphasize the health giving properties of enriched bread. A good advertising man should be able to take the nutritional factors in bread and build campaigns on each of these, one by one, which will really get the job done.

You don't have to eliminate your present campaign of building appetite appeal for your bread; you don't have to subordinate your present campaign to create demand for your brand name.

Nutrition education in your advertising will build the prestige of and demand for your product.



Russell K. Shaw

APPOINTED—Appointment of Russell K. Shaw as Maryland-Virginia area representative for Henry & Henry Bakery Foods was announced by William S. Wright, sales manager of Henry & Henry, Inc. In addition Mr. Shaw will be field technical and merchandising advisor. Mr. Shaw represented Anheuser-Busch, Inc., for 22 years. He was formerly secretary of the Baltimore Baker's Club and second vice president and program chairman of the Baltimore Baker's Production Club. Mr. Shaw is a charter member and one of the original organizers of the production group.

The job is simply to include in your regular advertising a sentence or two which will emphasize the fact that your enriched bread is not only good to eat, it is good for health. Build the nutritional factors and you build the value of the product.

More and more, people within our industry are saying we've missed the boat. We've let every other food product move ahead of us in nutrition education.

At this time next year, the enrichment program will be 15 years old. We have delayed 15 years in an all-out industry drive of education, except at the national level.

But the boat has not gone. It is simply at anchor waiting for you and me and every other baker to climb aboard and get underway.

We can turn the tide within the industry by combining our efforts in every aspect of nutrition education.

You have the example of what other industries have done and are doing in nutrition education and the resulting benefits they are showing. You have the facts of the value of your products, facts which have not been given in full force to the consumer. You have the need, as illustrated by figures which indicate a possible declining per capita demand for your products.

And you have the facts of a climbing cost of living, which means that more people should rely more heavily on our products which can supply them with so much of their daily nutritional requirements at so little cost.

These all add up to opportunity with a capital "O" for every baker. The time to get started is now.

Let's start telling the facts about enriched bread—a great story which needs telling and re-telling and re-telling in every possible way.

"Only water, salt and DAISY don't change"

Says J. S. Almond, Manager JACK FROST DONUTS

CLEVELAND, OHIO

It is not what we say—but what our customers say—that counts.

"We have been buying Daisy Donut Mixes for about 19 years now—and we are happy about the whole thing.

Your flour and service have been tops.

During the war when so many items varied in quality we said, and we still repeat—the only things that didn't change—were water, salt—and Daisy."

When you use the Daisy Line—as Jack Frost does—you are assured of the finest, high quality ingredients, properly proportioned, perfectly blended under rigid laboratory control—with proven production performance built right in the formula.

There is a Daisy quality formula for all types of donuts, coffee cakes, danish pastry and sweet rolls.



STOCK

A BIG NAME IN FLOURS FOR OVER 90 YEARS

Famous For Flour
Milled From
MICHIGAN SOFT WHITE WHEAT

F. W. STOCK & SONS, INC.

WILLEDGE, MICHIGAN • BOSTON • NEW YORK

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 42 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. There is no objection to storing yeast on a shelf in the basement.
2. No harm is done when fruit filled pies are allowed to stand around for half an hour or so before they are placed in the oven.
3. For best results, fresh liquid milk used in bread doughs need not be heated and cooled before using it.
4. Molasses contains invert syrup which causes cookies to soften up in damp weather.
5. To prevent coconut on the tops of coffee cakes from becoming too brown or dark during baking, it is a good idea to cover them with greased papers before placing them in the oven.
6. Rye bread made by the sponge dough method, using the same ingredients will have a better flavor than rye bread made by the straight dough procedure.
7. The term "125% or 140% fruit" in fruit cakes means that for each 100 lb. of flour 125 or 140 lb. of fruit are used in the formula.
8. In bake shop practice 1 oz. of baking powder can be replaced by $\frac{1}{4}$ oz. cream of tartar, $\frac{1}{2}$ oz. soda bicarbonate and $\frac{1}{4}$ oz. starch.
9. When ground raisins are called for in a cake or cookie formula, best results are obtained by using seeded raisins.
10. Angel food containing cocoa is likely to be quite tough and open grained. This can be overcome to some extent by the addition of a small amount of water to the batter.
11. The moisture content in a loaf of white bread runs about 26-28%.
12. In order to reduce the toughness of the crumb in twist bread, the sponges and doughs should be fermented for a shorter period of time.
13. Using flour as 100% in pie doughs, it is usually recommended that 50-60% shortening be used for bottom crust and 60-75% for the top crust.
14. Sweetened condensed milk usually contains about 42% sugar.
15. For best results flour should be stored at about 70° F. and at a relative humidity of about 85%.
16. The divider loss in an efficiently operated bread shop is held down to $\frac{1}{4}$ % or less.
17. Beet sugar can easily be told from cane sugar because it has a coarser granulation.
18. Both baking powder and cream

of tartar are sometimes used together in white cake formulas because the cream of tartar seems to produce a cake with an apparently whiter crumb color.

19. Freshly made fondant should be allowed to age for about 6 to 8 days, in a closed container, before it is used.

20. A strong bread flour should be used in making lady fingers.

—BREAD IS THE STAFF OF LIFE—

Conference Planned

CHICAGO—A conference on materials handling techniques will be

held in conjunction with the National Materials Handling Exposition May 16-20 at the International Amphitheatre in Chicago.

The announcement was made jointly by the American Material Handling Society, which sponsors the conference, and Clapp & Poliak, Inc., New York exposition management firm which produces the show.

The Chicago section of the society will act as host and will prepare the program. The society has more than 4,000 members in plants throughout the country.

More than 200 companies will exhibit equipment at the show.



...as Fleischmann's yeast

BREAD GETS BOOST

CHICAGO—Ida Bailey Allen's syndicated column "Let's Eat," which carries food news, is telling the story of the value of enriched bread. This column reports a daily readership of 35 million and is carried by newspapers in all parts of the country. Columnist Allen, who for many years has used releases and information supplied by the Consumer Service Department of the American Institute of Baking, not only pays tribute to her current story to the value of enriched bread as a daily food staple, but she stresses the need for including it in a reducing diet. The title carried by the column is "Enriched Bread Is Preferred."

... and you get these 3 additional Fleischmann services

1. New formulas
2. Scientific help when you need it
3. Merchandising aids

Whether used in sweet yeast dough or bread dough, Fleischmann's Yeast gives you the performance you need to meet your production problems!

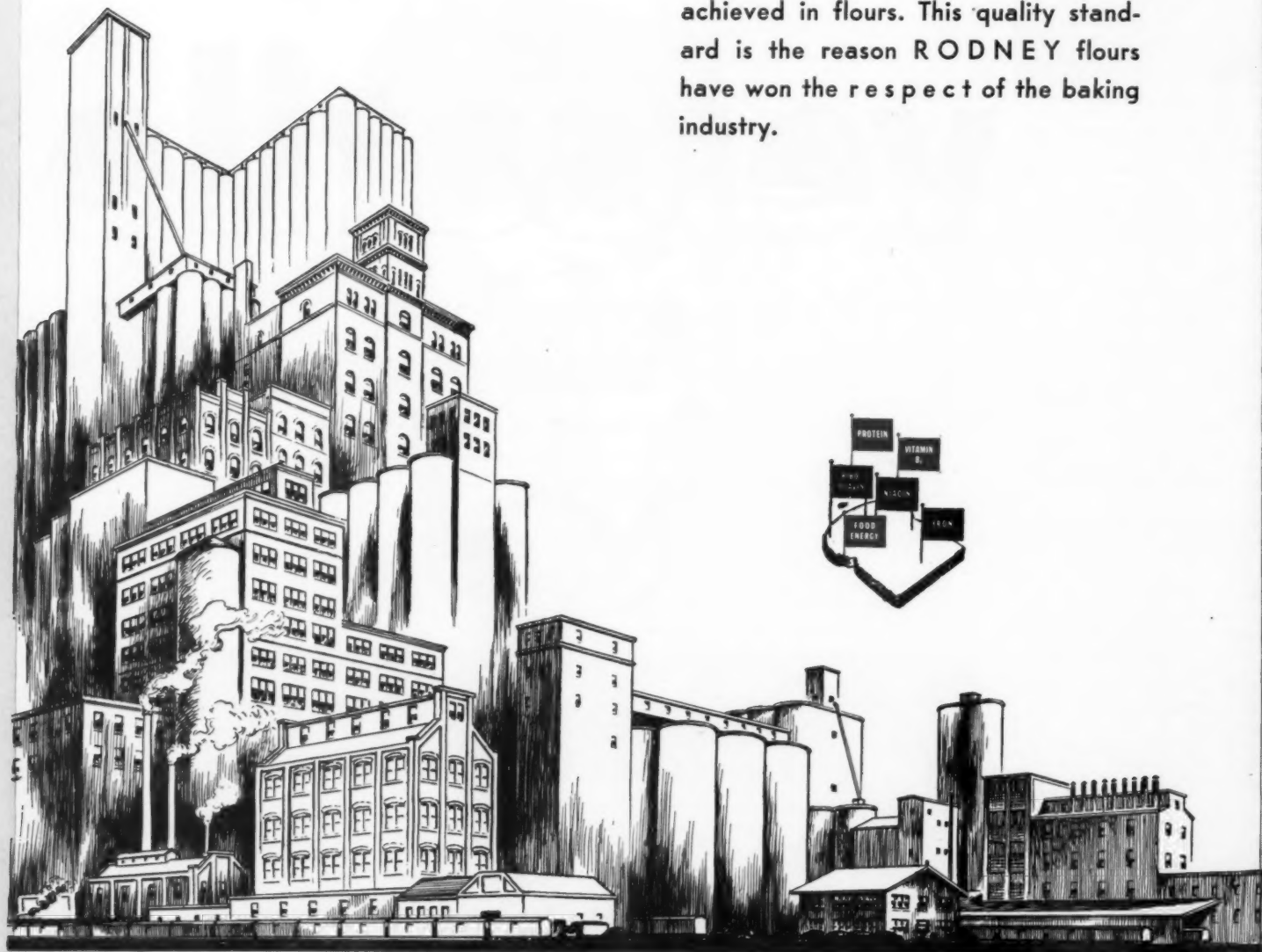
Bakery-Proved for Baking Qualities

...in the Fleischmann Laboratories





We are positive we make the world's best bakery flours . . . but don't take our word for it . . . ask the man who bakes RODNEY brands. You will hear from these bakers the story of fine baking performance all the time and a degree of uniformity seldom achieved in flours. This quality standard is the reason RODNEY flours have won the respect of the baking industry.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

Ring the Baker's Doorbell

Windrath's Bakery in Sibley, Iowa, reopened recently after a fire razed its plant last fall.

William Burkhardt, owner of the Clear Lake (Iowa) Bakery, has completed a new brick building which will house the pastry department. The store portion of the bakery will also be moved, affording expansion room and more modern quarters.

George Bemiss has moved his Purity Bakery, West Union, Iowa, into a new location. Changes to the building for the bakery included a new display front, larger sales and production space to provide approximately doubled facilities.

The Acme Bakery in Marshalltown, Iowa, is once again owned and operated by Harry Baldwin, who sold the business early last fall to George Simpson.

Oscar Olson and his son Milford are once again operating the Sanitary Bakery in Clarkfield, Minn., after leasing it to Fred Falk of Montevideo for three months. The Olsons assisted Mr. Falk during the period.

Joe's Doughnut Shop, Inc., Cranston, R.I., recently petitioned into receivership. Dissolution of the corporation is sought.

Arden Madson, former Rochester baker, has reopened the former Ellen Bakery and Coffee shop in Blair, Wis. He purchased the bakery equipment from Mrs. A. G. Allen of Alma. Mr. Madson, a baker here for five years, formerly was employed by Hollands of Rochester.

Baldur Bakeries has opened a new store in the Ottawa Hills Shopping Center, Toledo, Ohio.

The Mitchell (Neb.) Bakery observed its first anniversary recently. Coffee and doughnuts were served, and a drawing for special anniversary prizes was held.

The Finn Bakery at Algona, Iowa, was completely destroyed recently in a \$100,000 fire which swept several buildings in the community. W. J. Finn, owner of the bakery, was able to save none of the equipment or stock, but said much of the loss was covered by insurance.

The Norwood (Minn.) Home Bakery has sold its building to a local American Legion post, and will move to a new location as soon as remodeling operations are completed. Conrad Haarstad is owner of the bakery.

Harold Caplan opened a third bakery recently at 2907½ University Ave., Des Moines, Iowa, to handle various kinds of pastries and breads. It will be open from 10 a.m. to 8 p.m. daily and Sunday. The other bakeries are at 218 Locust St. and 412 Sixth Ave. East.

Ben Scher's new Big Donut store opened at 2631 Bissonnet, Houston, Texas, with door prizes, free doughnuts and soft drinks for visitors. The

hours for opening were from 6 a.m. until midnight, which are to be the new store's regular daily hours. The bakery features fountain service and a coffee lounge, and offers a dozen or more doughnut "styles" ranging from king size to midgets. Included are doughnuts, twist, pretzel, high

hat and butter-roll doughnuts, four jelly-filled types, and seven iced varieties with individual topping. In addition to his retail trade, Mr. Scher will cater to special parties, clubs and organizations. Four drive-in windows are available to motorists. The store exterior features large plate glass

windows and a Roman brick front. Interior equipment includes \$20,000 worth of stainless steel.

Two of the oldest bakeries in San Francisco have filed bankruptcy petitions in Federal Court, claiming they are victims of rising costs and increased competition. Giuseppe Pechiera, owner of the Roma Baking Co., of 2086 Greenwich St., filed a debtor's petition on behalf of his firm, listing assets of \$7,571 and debts of \$64,193. Mr. Roma has been producing French bread since 1913. A

KEEP IN COOL DRY PLACE
100 LBS. NET

BROSOF

WITH THE
All-Vegetable Emulsifier

Contains: Flour-Mono & Di-Glycerides-Vegetable Oils-Lecithin & Associated Phosphatides (Vegetable Emulsifier)-Salt

A tenderizing agent—with high powers of emulsification and dispersion—resulting in activity for combining shortening and water and other ingredients of the dough. BROSOFT produces tenderness—improved texture—better eating and keeping qualities.

INSTRUCTIONS

BREAD AND ROLL DOUGHS
Use 10 oz. of BROSOFT for each pound of shortening used in the dough.
Add two pounds of water for each pound of BROSOFT when flour time is allowed.

SWEET GOODS AND COFFEE CAKES
Use 55 BROSOFT based on the flour weight of the dough.
Add two pounds of water for each pound of BROSOFT.

BROLITE COMPANY, INC.
CHICAGO 47, ILLINOIS
Atlanta • Dallas • New York • San Francisco •

**ANOTHER VALUABLE
BROLITE**

Ingredient

Brossoft is a tenderizing agent—a proved ingredient in convenient dry form. Easy to handle, it requires no changes in shop procedures.

Brossoft produces tenderness of crumb and crust. Improves texture. Results in better eating and keeping qualities—easier machining and make up.

Smoother slicing, too, with no gumminess. . . . Many of America's best selling loaves are now made with Brossoft.

**THE BROLITE
COMPANY, INC.**

2542 ELSTON AVENUE, CHICAGO 47, ILL.

621 Minna St.,
San Francisco 1, Calif.

518 First Ave.,
North Seattle 9, Wash.

2921 So. Haskell Ave.,
Dallas 10, Texas

686 Greenwood Ave., N.E.,
Atlanta 6, Ga.

225 Fourth Ave.,
New York 3, N. Y.

Brolite's trained Bakery Technicians are at your service!

similar debtor's petition was filed on behalf of Waxman's Bakery, 3355 17th St., by Reuben Waxman, the owner. Debts were listed at \$100,735 and assets at \$98,358. The 57-year-old Waxman Bakery specialized in Russian rye.

Laura's Bake Shop, **Hatton, N.D.**, owned and operated by Mr. and Mrs. Oscar Staupe, has been sold to Mr. Lawrence Schmidkunz of Bottineau, N.D. Mr. Schmidkunz has operated a bakery at Bottineau for the past eight years and has had 20 years experience in the bakery business. Mr. and Mrs. Staupe have been in the

bakery business in Hatton since 1939. Both the new and old owners served free coffee, doughnuts and cookies at an open house.

B. J. Velthuis opened a new bakery at **Alton, Iowa**, recently.

The appointment of Joe E. Franklin as sales promotion manager for the Twin City Biscuit Co., **Minneapolis**, in the metropolitan area was announced recently by Earl W. Nelson, sales manager.

The Frudeger Bakery Co., of **Burl-**

ington, Iowa, is now owned and operated by Burlingtonians. New officers of the firm are Al Fifer, president and treasurer, and Ernest Negley, vice president and secretary. Mr. Fifer was formerly manager of the bakery and Mr. Negley was office manager. The new officers said Frudeger's is now a Burlington-owned, independent bakery serving independent grocers.

The Dennis Donut plant in **Oklahoma City** will be expanded by 2,600 sq. ft., the third expansion since the firm began at the site four years ago. Bob Dennis, head of the company,

also has signed a new 15-year lease with the owner of the property. Mr. Dennis launched operations with 1,400 sq. ft. of plant space. The building will have 7,600 when the latest addition is completed.

Mr. and Mrs. Robert Orloff have opened the Cake Box Bakery at 1800 Franklin St., **Michigan City, Ind.** He is a veteran of many years in the bakery business in Chicago.

A business name has been filed in the Erie County, N.Y., clerk's office for the Home Bakery Cake Shop, 356 Esser St., **Buffalo**, by Anthony and Charles A. Galbo, and Joseph Panzarella.

A business name has been filed in the Erie County, N.Y., clerk's office for the Thruway Bakery, 1122 Walden Ave., **Cheektowaga**, by Eugene Reszel.

The Tasty Treat Bakery of **Naples, Fla.**, has been sold to the Alexander Baking Co. of Fort Myer. The plant formerly owned by Mr. and Mrs. A. Vernon Allen, founders, will be managed by Harry Creed, who has been engaged by G. H. Alexander, new owner.

Greg's Cookie Co., **Birmingham, Ala.**, has acquired Dad's Oatmeal Cookie Co. located in that city. Grady B. Sharp is president of Greg's.

The New England Bakery, **Pawtucket, R.I.**, has received a permit to build an addition of brick, costing \$11,000.

The Cake Box in **Rocky Mount, N.C.**, and Cake Box Jr. in the same city have been merged by Mr. and Mrs. Saul Gold, who said the move was in the interest of newer, larger, more efficient operation, combined with new operating economies. Cake Box was opened by the Golds eight years ago.

William Schwefer, Jr., is reported to be about ready to open a new retail bakery at 64 Old Rand Road, **Lake Zurich, Ill.**, in what is classified as a miniature shopping center. Mr. Schwefer means that he is returning to the baking business in which the Schwefer name long was well known and respected in the greater Chicago area. He represents the third generation of that baking family.

Donald H. Fiene, formerly of Hot Springs, Ark., has arrived with his family in **Oklahoma City** where he will assume the management of Servus Bakery.

Dukes Bakery was recently established in **Jeffersonton, Ky.**, one of the state's oldest towns, 12 miles East of downtown Louisville. It is a small town of around 1,500 but growing rapidly. The Duke bakery is featuring a general line of breads, sweet goods and pastries.

A business name has been filed in the Erie County, N.Y., clerk's office for the West Seneca Bakery, 3481 Seneca St., **West Seneca, N.Y.**, by Kathleen M. Boivin.

Birks' Bakery has been opened in **Augusta, Ga.**, by Joe Birks. The bakery has been in operation since 1949 and has just been moved to new premises. Mr. Birks grew up in the bakery business, his father being en-

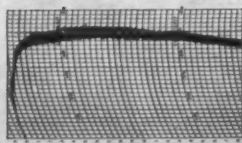


Photo courtesy
Short Bros. Nurseries,
Louisiana, Mo.

As you enjoy the flavor of a luscious peach when picked ripe from the tree your customers enjoy the flavor of your fresh bread made with the natural enzymes of Wytase.

Since 1925 Wytase also has been recognized as Nature's ingredient for whitening the crumb, improving machineability, and extending mixing tolerance. It enables you to catch your doughs at the peak of fine flavor... and that's what you always want to do, isn't it.

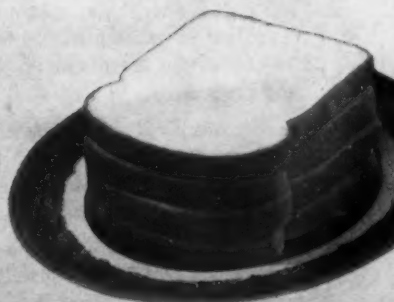
FLAVORFUL WHITE BREAD



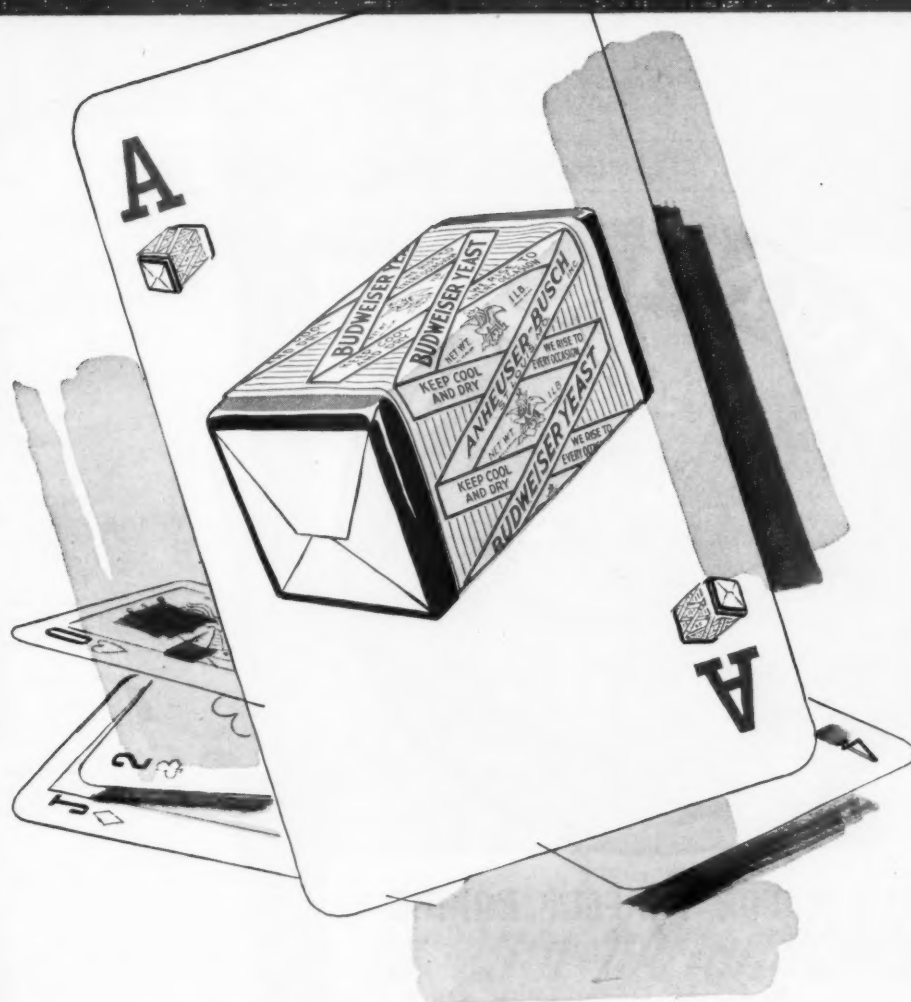
WYTASE EXTENDS
MIXING TOLERANCE
Farinograph charts in full
size showing Wytase mixing
tolerance are available.

made with
Wytase
DOUGH WHITENER

WYTASE is the registered trade mark of
the J. R. Short Milling Company to designate its
natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois



"ACE-HIGH"

*Winning new customers is an easy
trick with uniformly good bread. You
can count on Anheuser-Busch Yeast...
pound after pound after pound.*

gaged in the business in Greensboro and Gray, Ga.

After a little less than a year of operation, the Sun Valley Bakery of Phoenix, Ariz., has announced the decision to close its 24th Street Bakery. One of the largest suburban bakeries to be built in Phoenix, the 24th Street store included custom built fixtures and a large variety of baked goods which proved to be somewhat "over the market" according to the Sun Valley management. In announcing the decision to close the bakery, V. W. Wilkins of the management said closing of the East Phoenix

store will not deter Sun Valley Bakery from opening new branches in various sections of the southern Arizona metropolis as population growth results in new shopping centers.

The Cake Plate Bakery opened Feb. 15 in Chamblee, Ga., according to an announcement by Mr. and Mrs. Charles J. Gemes. A neighborhood shop, the bakery will attempt to present new and different varieties of quality baked foods.

New delivery trucks have been added to the fleets of these Oklahoma

bakers: Bills Bakery, Clinton (two trucks); Bills Bakery, 422 Choctaw, Chickasha, one truck, and Mead's Bakery, Inc., Ada, one truck.

The Turner Baking Co., Durant, Okla., has about completed the remodeling of its plant and the installation of new equipment. Formal opening of the plant will be held soon.

The Diana Pastry Shop, Denver Colo., has moved to a new location at York and Colfax, where owners Mr. and Mrs. Max Grubner have built the largest retail bakery in the city. The store is 36 by 22 ft. with a bright green and white asphalt floor,

new lined oak hardwood display cases and backbar fixtures. Walls are finished in white wallpaper with a brilliant green floral overprint. The Diana organization, only one year old, formerly operated in Aurora, a Denver suburb. Here Mr. Grubner has enjoyed swift volume growth through specializing in the rich pastries of his native Germany. When the former Nancy Lee Bakery at York and Colfax became available, Mr. Grubner didn't hesitate to move into this heavily-trafficked area of downtown Denver. At the grand opening, more than 1300 visitors registered, and were served hot coffee and baked specialties. There were six bakers on duty to stock the cases for the opening, although the regular complement will be three bakers and five sales and general-duty employees, according to Mr. Grubner.

Continental Pastries, Ltd., has been incorporated with \$9,000 capitalization and 1,000 common shares of no par value. Registered offices are at 204-1012 Douglas St., Victoria, B.C.

Mr. and Mrs. B. L. Baer, who have operated a bakery at Prescott Ave. and Olive St., Scranton, Pa. since 1947, are contesting an attempt of residents of the area to close the bakery because of alleged violation of zoning restrictions. The director of public safety ruled that it should be closed and the board of zoning appeals said it had no jurisdiction. An equity court test is probable, according to attorneys for the Baers.

Model Grocery Co., 60 W. Colorado Blvd., Pasadena, recently reopened its bakery after several years' lapse.

Kaplan Bros. is the new operator of the Deluxe Bakery, 8626 W. Pico, Los Angeles.

F. A. Pring is now operating a new doughnut shop on 6462 El Cajon Blvd., San Diego, Cal.

Emil Halbig has opened a new retail bakery at 1032 Aviation, Manhattan Beach, Cal.

E. L. Moore, operator of Melody Donuts, Los Angeles, has bought out the Conte Bros. — Three Brothers Baking Co., 1748 Workman Ave., Los Angeles.

Henry Kreshek, is the new owner of Rosenberg's Bakery, 335 N. Fairfax, Los Angeles.

K. Henryson, formerly manager of Dillen's Bakery, Fresno, Cal., has bought Phil's Pastry Shop, also in Fresno from Phil Heinrich.

E. Lopez is now the new owner of Monica's, 1520 W. Pico, Los Angeles.

Frank Curiel is operating the Friendly Bakery, at 226 E. Church St., Santa Maria, Cal.

Ben Montoya has bought Todah's Bakery, now Imperial Bakery at 2304 E. 1st St., Los Angeles.

Daly Home Bakery, 1833 Daly St., Los Angeles modernized its bakery shop recently.

M. L. Foley recently opened a new doughnut shop at 5544 Lankershim, North Hollywood, Cal.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-SEVEN YEARS



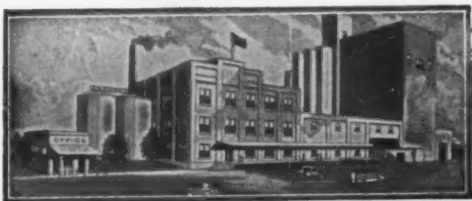
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

NO MATTER whether you are large or small your business can profit from the exceptional quality of HUNTER flours. We are not the biggest flour mill, nor do we make the most flour, but we do have the skill and the facilities and, most important, the will to produce the best.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

The advertisement features a black background with four white flour bags stacked vertically on the left. Each bag is labeled with its type of flour. To the right of the bags, the text 'Individually milled' is written in a large, stylized, italicized font. Below this, the word 'for' is written in a smaller, similar font. At the bottom right, the text 'superior performance!' is written in a large, bold, italicized font. The company name 'B.A. Eckhardt Milling Company' is faintly visible in the background at the bottom.

flours

**SPRING &
HARD
WINTER WHEAT
FLOURS**

**SOFT WHEAT
FLOURS**
for cakes, cookies,
crackers

RYE FLOURS

**WHOLE WHEAT
FLOURS**

Individually milled

for

superior performance!

B.A. Eckhardt
Milling Company

Worth Looking Into



New Products New Services New Literature

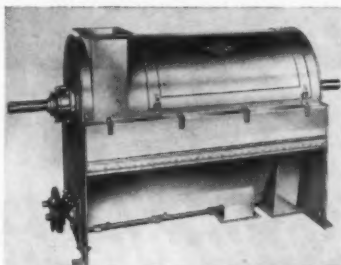
This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3680—Road Flare

Buffalo Weaving & Belting Co. has introduced an electric road flare for haulers of baked goods and other foods. The new product, called Flash-Flare, is odorless and creates no fire hazard, the manufacturer states, and the flashing red signal is said to be visible at more than 1,500 ft. The flare is 20 in. high, operates on a standard six volt battery and lantern bulb and is equipped with a waterproof neoprene coupling. Flares come in sets of three with three 12 in. square red flags, enclosed in a steel box with a trunk lock. For more complete information check No. 3680 on the coupon and drop it in the mail.

No. 3679—Mix Finisher

Processors of dry prepared cake, bread, pie filling and other mixes will be interested in the Forster prepared mix finisher manufactured by the Forster Mfg. Co. The maker states its finisher overcomes certain problems as dispersing shortening and homogenizing critical mixes as



prepared cake flour. For complete details check No. 3679 on the coupon and mail it.

No. 3681—Rubber Mat

A new mat series called Shad-O-Rug, cross-rib runner and tile runner has been announced by the Wear Proof Mat Co. Raised ribs offer exceptional safety and reduces worker fatigue, the maker claims. The series comes in rolls 48 in. wide and up to 60 ft. long. The cross-rib runner is also available in 36 in. width. For more details check No. 3681 on the coupon and mail it.

No. 3682—Slicing Band

Gopher Grinders, Inc., has introduced a new band for bread slicing machines, which the manufacturer claims possesses above-average service life. Known as the Gopher Thro-Way band, it is equipped with straight, "either-direction" cutting edges which prevent loaf distortion and torn texture, according to the company. They are said to operate without vibration and damage to guides, drums or band edges. For more information check No. 3682 on the coupon and drop it in the mail.

No. 3683—Measuring Jug

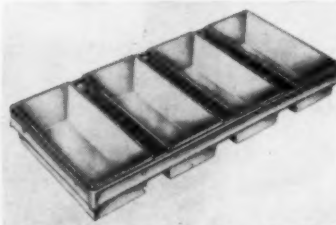
Westco Products is offering the bakery trade a plastic measuring jug free. By using the calibrations on the jug, an exact amount of concentrated vanilla can be measured off and with the addition of an additional quantity of water, ready-to-use vanilla flavor, in whatever strength the baker requires, is produced. To secure the measuring jug check No. 3683 on the coupon and mail it.

No. 3684—Truck Body

Complete literature on the new Herman Routemaster forward control body has been published by the Herman Body Co. A four-page color folder, describing the latest addition to the line, together with price information, will be furnished upon request. The new body is available in aluminum or steel construction and is designed for mounting on all standard forward control truck chassis. Other features are: "Showcase" visibility with curved full view, wrap-around windshield; sliding side doors; built-in automotive-type fresh air ventilation and defroster system; and a choice of three basic body lengths. To secure folder check No. 3684 on the coupon and mail it.

No. 3678—Pan Feature

Strapped bread and pullman sets manufactured by Chicago Metallic Mfg. Co. are now being equipped with depressed round rod Sani-Spacers. The manufacturer states that the new feature enables easier and faster pan cleaning and greater sani-



tation. Greater heat circulation for a better bake and maximum strength qualities are also claimed. Sets may be used on either automatic or manual depanning, eliminating the need for pan changing in cases of change-over to automatic depanning equipment, according to the maker. For detailed information check No. 3678 on the coupon and drop it in the mail.

No. 3685—Container

Ba-Pak, a new container adaptable for hard or soft top cakes, pastries, tarts, pies, cookies, muffins, petit fours, confections, etc., has been announced by Pie-Pak Co. The container consists of a paper or

aluminum plate and two parts—a sturdy circular collar of pure virgin wood pulp and space to advertise the bakery name; and an overall cellophane top allowing full vision of the contents. All parts are treated for sanitary purposes. Sizes range from 5 in. to 10 in. in diameter and 1 in. to 1½ in. deep for the regular and holiday series. To secure more complete details check No. 3685 on the coupon and drop it in the mail.

No. 3686—Deep Fat Fryers

A wider series of deep fat fryers, including floor and counter electric fryers and the under and tubed-fired gas model fryers, has been announced by the J. C. Pitman & Sons Co. The firm also has entered into an agreement with the Gas Consumers Service whereby factory authorized parts and service will be made available to all Pitco Frigalator users through the nearest branch or service shop of Gas Consumers Service. Routine inspections, adjustments of burners, calibrations of thermostats, etc., will be performed locally by representatives of Gas Consumers Service, while repairs or reconditioning will continue to be done at the Pitman factory. To secure more complete details check No. 3686 on the coupon and drop it in the mail.

No. 3687—Cartons

Printed copies of Simplified Practice Recommendation R255-55, Standard Sizes of Paperboard Cartons for Hamburger Buns and Wiener Rolls, are now available, the Commodity Standards Division, Office of Technical Services, U.S. Department of Commerce, reports. This recommendation is based on a survey of industry practice with respect to container sizes by the bakery package group of the Folding Paper Box Assn., and was submitted by the Inter-Industry Bakery Package Committee. It establishes a simplified list of 34 sizes of paperboard cartons used by bakers for packaging of hamburger buns and wiener rolls, a reduction from approximately 1,000 sizes. The shape and dimensions in inches of each carton is listed as well as illustrated. Printed copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D.C. for 5¢ a copy. A discount of 25% will be allowed on orders of 100 or more copies.

No. 3688—Bread Price Survey

Anheuser-Busch, Inc., bakery products department, announces as a service to the baking industry, a national bread price survey. These data will be published four times a year—Jan. 1, April 1, July 1 and Oct. 1. Company officials said that with this survey they hope to present as accurately as possible the price data on white bread sold throughout the country. To receive the survey series check No. 3688 on the coupon, clip and mail it to this publication.

No. 3689—Cost Calculators

A new, slide rule cost calculator which enables the baker to simply and easily figure his own per pound dough costs on rolls, coffee cake, Danish, raised fried goods, glazed jellies and sticks, has just been in-

Send me information on the items marked:

- | | | |
|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> No. 2849 | <input type="checkbox"/> No. 3680 | <input type="checkbox"/> No. 3687 |
| <input type="checkbox"/> No. 3561 | <input type="checkbox"/> No. 3681 | <input type="checkbox"/> No. 3688 |
| <input type="checkbox"/> No. 3563 | <input type="checkbox"/> No. 3682 | <input type="checkbox"/> No. 3689 |
| <input type="checkbox"/> No. 3649 | <input type="checkbox"/> No. 3683 | <input type="checkbox"/> No. 3690 |
| <input type="checkbox"/> No. 3663 | <input type="checkbox"/> No. 3684 | <input type="checkbox"/> No. 3691 |
| <input type="checkbox"/> No. 3678 | <input type="checkbox"/> No. 3685 | <input type="checkbox"/> No. 5088 |
| <input type="checkbox"/> No. 3679 | <input type="checkbox"/> No. 3686 | |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

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BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

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The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.

sued by F. W. Stock & Sons, Inc. This slide rule calculator computes all per pound costs of flour, sugar, shortening, milk, eggs, flavoring, yeast, water and labor and compares the baker's own ingredient cost item by item with that of Stock's line of prepared flour mixes. Another calculator is also available which computes the flour cost on the basis of ounces weight per dozen of finished doughnuts and the frying fat costs per dozen. Copies of these new calculators can be obtained free by checking No. 3690 on the coupon, clipping and mailing it to this publication.

No. 3690—Apple Flavors

A new series of imitation apple flavors in both liquid and crystal form has been announced by Givaudan Flavors, Inc. The aromatic constituents of the new flavors were chosen with great care, following extensive research, to guarantee a final product which would be a true rendition of the natural fruit, the company announcement states. Samples

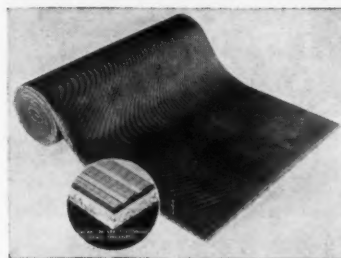
and more detailed information may be secured by checking No. 3690 on the coupon and mailing it.

No. 2849—Cash Drawer

Announcement of a new under-counter cash drawer, called model R-1, that can be built into new fixtures or equipment or installed in existing counters, has been announced by the Indiana Cash Drawer Co. The special feature is the removable metal money tray with a lock on lid. The tray may be removed for checking or for storage in safe overnight. Extra trays are available where more than one cashier uses the same drawer. The money tray has 6 coin compartments 2½ in. by 3 in., three currency compartments 6½ in. by 2½ in. and a ticket compartment 9½ in. by 3½ in. Currency and ticket compartments have hinged bill weights. The finish is gray baked enamel. The overall size of the case is 18 in. wide by 15 in. long by 4½ in. high. Full details and price may be had by checking No. 2849 on the coupon and mailing it to the address provided.

No. 5088—Rubber Mats

Improvements in the cushioned rubber mats and runners for industrial use manufactured by the Flexi-Mat Corp. have been announced.



These products have a live rubber topping on bonded backing made of sponge rubber. The runners and mats are ¼ in. thick. Mat sizes are 18x24 in., 18x30 in. and 18x36 in. Runners come in 18 in. or 36 in. widths in rolls of 30-ft. or 60-ft. lengths. Custom manufacture is also provided. More complete information will be provided if you check No. 5088 on the coupon and drop it in the mail.

strates in simple language and graphic pictures and diagrams, the basic design principles of power fork truck construction. Such topics as aisle and pallet sizes, stacking and capacities are included. To secure the publication check No. 3663 on the coupon and drop it in the mail.

No. 3563—Dissolver

The Cowles Co., Inc., has developed a "duplex drive dissolver" that combines a patented Cowles high-speed impeller with a gate-type scraper ar-

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BAKERY PRODUCTS
uniform and reliable

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"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem."

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the low-cost, sanitary, self-sealing container that advertises your pies on each container... goods delivered with "oven-fresh" flavor... have full visibility with overall cellophane top... rigidly made to withstand rough handling.

Let us show you with our special introductory offer as described in our illustrated brochure

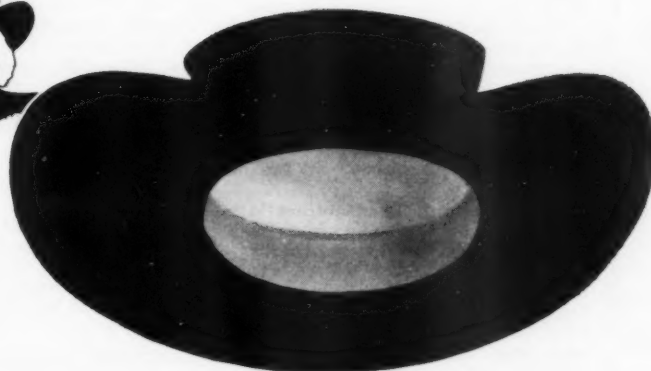


WRITE TO:

PIE-PAK COMPANY, Inc.

1300 HUDSON STREET

HOBOKEN, N. J.



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call... Write... or Wire to:

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Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



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as We Are of Ours, for

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KANSAS BEST

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Wichita, Kansas

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,800,000 Bus.

All Grades

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1000 cwts. Flour—250 cwts. Meal

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WATERTOWN, WISCONSIN

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
Country and
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Storage



NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE - WENATCHEE - RITZVILLE - PORTLAND

range for special solution, dispersion or suspension problems. The drive shaft of the high speed unit runs through the hollow, slow-speed drive. The slow speed attachment can be designed to scrape the sides of the tank, or it may be used as a slow speed agitator to run in either direction. The dissolver is available in sizes from 100 to 1,000 gallons. At the present time, all applications will be handled as special engineering jobs since the requirements for this type of equipment are extremely variable, the company states. The new unit will be available with or without tanks. However, if the company does not supply the tank, customers must supply its engineers with certified drawings of tanks so that the slow speed arrangement can be properly engineered. For more complete information check No. 3563 on the coupon and drop it in the mail.

No. 3649—Label Dispenser

A new electric label dispenser that feeds pressure-sensitive labels the instant they're needed has been developed by the Avery Adhesive Label Corp. Called the Avery Label Dispenser "55" it requires no foot switches or rheostat controls. The unit will dispense one label at a time, or several, depending on the user's requirements. For more complete information check No. 3649 on the coupon and mail it.

No. 3691—Color in Foods

Copies of the proceedings of a symposium entitled, "Color in Foods," are now available without charge. The symposium was sponsored by the Quartermaster Food & Container Institute for the Armed Forces. Copies are available to those who are concerned with research in this field and who may need to know or refer to the studies reported in these proceedings. Copies are available at the Quartermaster Food & Container Institute for the Armed Forces, 1819 W. Pershing Road, Chicago 9, Ill.

No. 3561—Gauge for Liquids

Moormann Bros. Manufacturing Co. has developed a new liquid measuring gauge for underground storage tanks. Called the Liqui-Gage, it has been tested successfully in bakeries, the company states. The gauge is easily installed, and guaranteed to function accurately the year-round, it is claimed. Any filler pipe, 2 in. in diameter, or larger, can have this gauge installed, and there are no holes to drill, no plumbing to fit, and no adjustments necessary, the company adds. For more complete details check No. 3561 on the coupon and drop it in the mail.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3624 — Tape for self-opening boxes, Chicago Printed String Co.

No. 3626—Industrial liquid cleaner, Whistleclean Corp.

No. 3627—Packaging design, Caravan Products Company, Inc.

No. 3628—Flour bin control, Fielden Instrument Div., Robertshaw-Fulton Controls Co.

No. 3629—Decal color for vehicles, Meyercord Co.

No. 3630—Roll slicer, Alto Corp.

No. 3631 — Puffball attachment, Gem Doughnut Machine Co.

No. 3632 — Waxed paper coating, Fabricon Products, Inc.

No. 3633—Catalog on process controls, Fisher & Porter Co.

No. 3634 — Booklet on dehydrated eggs, write directly to the Quartermaster Food & Container Institute for the Armed Forces, 1819 W. Pershing Road, Chicago 9, Ill.

No. 3635 — Roll machine brochure, American Machine & Foundry Co.

No. 3636 — Loading dock shelter, Atlas Industries.

No. 3637 — Frying shortening, Armour & Co.

No. 3638—Gift packaging, Pie-Pak Co., Inc.

No. 3639—Filling machines, Pack-Rite Machines.

No. 3640—Whipping agent, Western Condensing Co.

No. 3641 — Delivery body, Herman Body Co.

No. 3642 — Merchandising book, Procter & Gamble Co.

No. 3643—Humidity cabinet for research, Crest Manufacturing Co.

No. 3644 — Refrigerator, Friedrich Refrigerators, Inc.

No. 3645—Pneumatic stapler, Container Stapling Corp.

No. 3646—Cake pan, Harry Feldman.

No. 3660—Bin indicator, Bin-Dicator Co.

No. 3665 — ADMI stable ferment process bulletin, American Dry Milk Institute.

No. 3666—Roll slicer, Alto Corp.

No. 3667—Stand-up fork truck, Market Forge Co.

No. 3668 — Refrigerator, Victory Metal Manufacturing Corp.

No. 3669—Liquid pan coating, Conrad Associates.

No. 3670 — Packaging portfolio, Hinde & Dauch.

No. 3671—Bakery cabinets, Crescent Metal Products, Inc.

No. 3672—Bench type food mixer, Universal Industries.

No. 3673—Rust remover, By-Buk Co.

No. 3674—Safety program, American Mutual Liability Insurance Company of Boston.

No. 3675 — Packaging machinery manufacturers' directory, Packaging Machinery Manufacturers Institute.

No. 3676—Aluminum foil containers, pans and packaging, Weinman Brothers, Inc.

No. 3677—Folding carton manual, Folding Paper Box Association of America.

—BREAD IS THE STAFF OF LIFE—

New York School Boosts Baking Course

NEW YORK — The Food Trades Vocational High School here is offering boys of high school age a program of training in the field of baking.

The school, which is part of the city's educational system, is emphasizing the necessity for attracting desirable workers to the industry, and makes note that skilled craftsmen are always in demand and assured of economic security.

Normal academic subjects are given in addition to the specialized subjects.

Boys 14 to 18 years old, who complete junior high school, are eligible and will receive a high school diploma upon satisfactory completion of the training program.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

BAKING SCIENCE & TECHNOLOGY

By E. J. Pyler, and staff of Siebel Institute of Technology

In two volumes of over 800 pages. Five sections devoted to 1—Scientific facts on basic physical chemistry of baking; 2—detailed information on flours, sugars, syrups, shortenings, milk products, egg products, water and salt; 3—discussion of the modern principles of dough mixing, fermentation, make-up, baking, rye bread production, bread-staling and testing methods; 4—cake baking with details on ingredients, flavor, techniques and miscellaneous bakery products; 5—bakery equipment of all kinds. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field.\$15.00

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.\$3.75

BAKERY MATERIALS AND METHODS

By Albert R. Daniel

500 pages of sound information covering bread and cake production.\$5.00

BASIC SCIENCE FOR BAKERY STUDENTS

By P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check up on the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions.\$4.00

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel

For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry.\$2.00

MODERN BAKERY MANAGEMENT

By F. Boreham

New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager.\$1.50

BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennion

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint.\$6.75

VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully Illustrated art paper, cloth bound.\$4.50

PASTRIES (Revised 2d edition)

By "Nirvana"

Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks.\$5.00

MANNA (Revised 2d edition)

By Walter T. Banfield

Over 500 pages. A comprehensive treatise on bread manufacture. Includes all classes of bread, including dietetic and fancy breads. Deals with processes in use, also gives details of specific faults in bread and causes.\$6.50

EXHIBITION GOODS

By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.\$7.00

PIE MARCHES ON

By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.\$5.00

COMMERCIAL CAKE DECORATION

By "Nirvana"

Practical and most of the designs can be reproduced very quickly. A great assistance to the worker in sugar. 3d edition, with new ideas and designs.\$2.50

DECORATED CAKES & CONFECTIONERY

By "Nirvana"

This new work opens up a wide field for all who are interested in cake decorating. Supplies designs and procedure for a wide variety of decorated confectionery, such as Torten, Gateaux, Short Bread, Simnel Cakes, show pieces and Easter Eggs. Fifteen Chapters, 130 illustrations.\$6.00

THE REASON WHY

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done.\$1.00

MORE REASONS WHY

By Albert R. Daniel

A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information.\$1.00

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred De Armond

A new publication written especially for the route salesman and managers interested in this method of distribution.\$3.50

ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design.\$4.50

THE COMPLETE PATISSIER

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery.\$10.00

BAKERS DICTIONARY

By Albert R. Daniel

With supplement by J. H. Macadam. The first dictionary for the baking and allied trades.\$3.00

DAY-BY-DAY BOOK

Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form.\$12.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur.\$1.00

THE BAKESHOP FORMULA BOOK—Cakes and Pastries

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his products' quality.\$1.00

THE BAKESHOP FORMULA BOOK—Breads, Rolls and Cookies

Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small.\$1.00

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Minneapolis 1, Minn.

The right combination



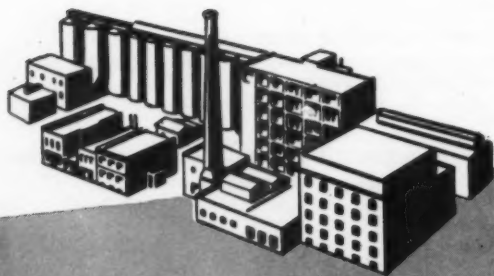
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KING HUBBARD
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SPRING MAIDE
SUPERLATIVE
SONNY HUBBARD



HUBBARD MILLING COMPANY
MANKATO, MINNESOTA

Does the "extra work" in Raisin Bread eat up profits?

LET'S FACE IT—raisin bread may take a bit more work to produce than your standard white loaf does. And extra work means extra costs. But to get a perspective on those extra costs, consider the following:

1. Taking the country as a whole, the "extra costs" in raisin bread average out to about $\frac{1}{2}\text{¢}$ per loaf.
2. Throughout the country raisin bread is a premium loaf—commanding a premium at retail of 2¢ to 5¢, or more.

And because raisin bread is accepted as a premium loaf, you can price it to allow for any extra costs you may have.

And the difference between the extra money you get

for raisin bread and whatever extra money it may cost you to produce raisin bread — is extra profit. Profit that is over and above the profit you make on standard loaves.

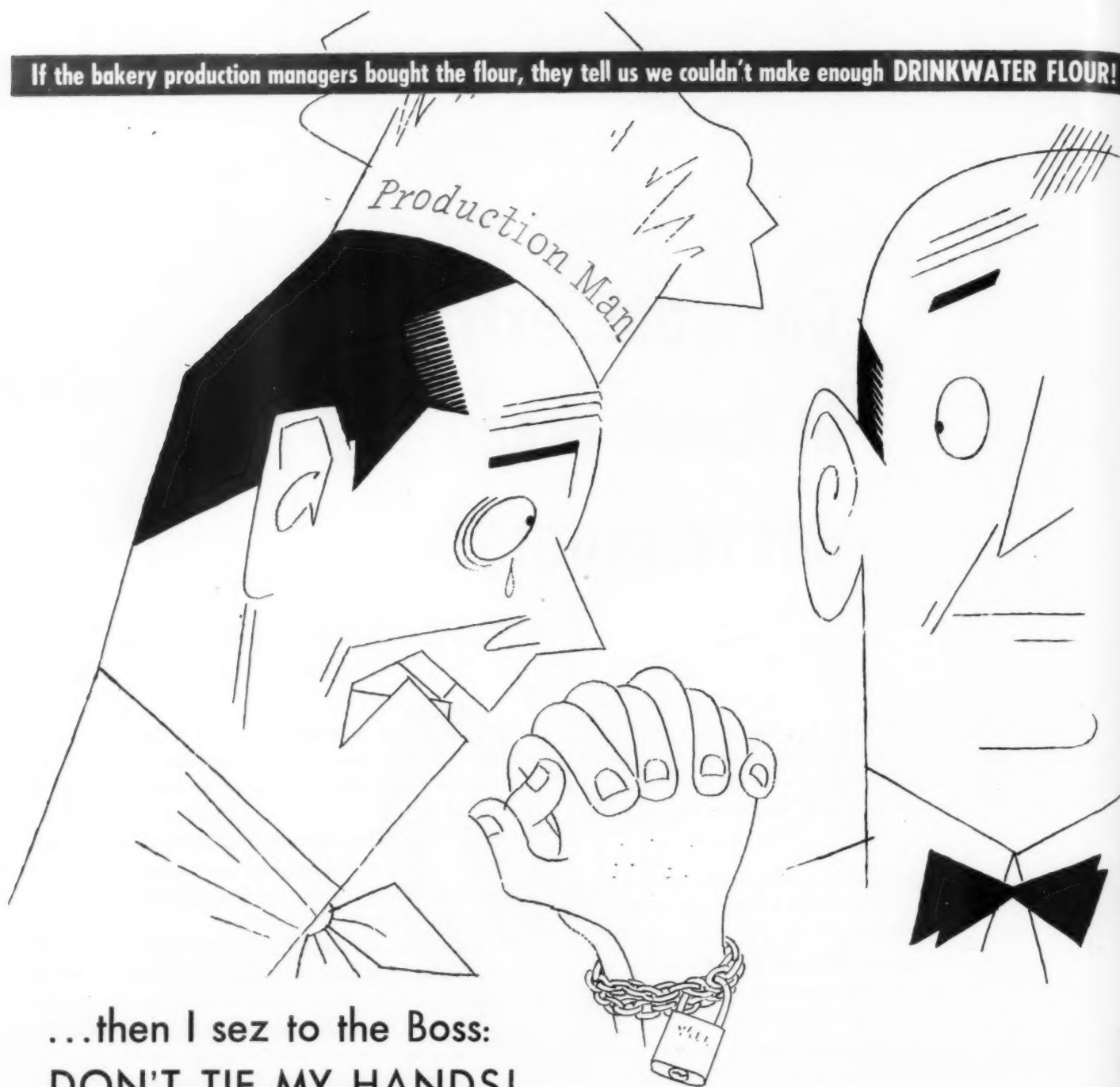
There is also a substantial potential of goodwill in raisin bread. A good, hefty raisin content can make it obviously a quality loaf, and can add that connotation of quality to your entire line.

To help make your raisin bread pay off — in both prestige and profitable sales, the Raisin Industry is advertising raisin bread in leading national magazines. The full-color ads, along with colorful breadrack hangers — with space for your brand imprint, are available to you *free*, in quantity. Order from: California Raisin Advisory Board, P.O. Box 1963, Fresno, California.



**Make your own
baking and sales
Rich with Raisins**

If the bakery production managers bought the flour, they tell us we couldn't make enough **DRINKWATER FLOUR!**



...then I sez to the Boss:
DON'T TIE MY HANDS!

Before you go shopping for "flour bargains"
give me at least 50%*

DRINKWATER FLOUR

When you're right down there to watch perfect brown loaves coming out of the ovens—you know what made 'em perfect! That's why I gotta have *some* Drinkwater!

MORTEN MILLING CO., DALLAS, TEXAS

**P.S....and 100% is better if you want to make the best loaf in town!*

Results are better when your choice is right!



IN FINE
WOODWORKING,
TO MAKE A
NEAT, CLEAN CUT

... use a hollow-
ground cabinet
saw blade...



TO MAKE THE BEST RYE BREAD...

It's **POWERFUL** Flour!



We're not in the cabinet-making business. But we do have a couple of the "right tools" to help you make better rye and specialty breads . . . "Powerful" brand clear for example. Bakers tell us it's the finest clear they've used to get loaves with outstanding flavor and volume. Powerful has the ability to carry larger amounts of rye, whole wheat, cracked wheat and heavy ingredients like raisins. Many bakers feel that Powerful is

the only clear strong enough to make specialty health breads.

Just behind Powerful in load-carrying capacity is Baltic brand—a spring wheat clear that outperforms competition.

* * *

Your Russell-Miller representative would like to talk with you about both of these high quality clears. He's anxious to do business with you. Call on him often.

R_x FOR ALL YOUR FLOUR NEEDS...

Occident
Producer
Sweet Loaf
Eaco
Sunburst
Gold Heart

Kyrol
Occident 100%
Whole Wheat
Powerful
Baltic
American Beauty
Special

American Beauty
Bakers
Reliable
American Beauty Cake
Royal Patent
White Spray

RUSSELL-MILLER
Bakery Flours
MINNEAPOLIS 15, MINNESOTA



**The Choice of the
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:


**BETTER SPRING WHEAT
AND DURUM FLOURS**

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Evans Milling Co., Inc.
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Manufacture Kilo-Dried
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You can make better bread with
SUNNY KANSAS Flour
**The WICHITA
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UNIFORM, DEPENDABLE, MILLED TO
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La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend
on LA GRANGE
FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA

ANSWERS TO "DO YOU KNOW?"

Questions on Page 27

1. **False.** The ideal temperature for storing of yeast is 40-45° F. At 55° F. or over the yeast will start to weaken and deteriorate. Basements, while they generally feel cool, are usually too warm for storing yeast at any time.

2. **True.** In fact, it is the general opinion that crust shrinkage is somewhat reduced when this procedure is used.

3. **False.** When the fresh milk is heated to near the boiling point and cooled, its baking quality is greatly improved.

4. **True.** Invert syrup is known as a hygroscopic ingredient which has the property of drawing and retaining moisture. The lower the grade of molasses, the greater the invert syrup content.

5. **True.** The greased papers may be removed shortly before the coffee cakes are finished baking so that it will color up properly.

6. **True.** A sponge dough will produce a more distinctive flavor. This difference in flavor may be overcome to some extent by using a prepared sour in the straight dough.

7. **False.** It means that for each 100 lb. of cake batter, 125 lb. or 140 lb. of fruit are used.

8. **False.** The baking powder can be replaced by using $\frac{1}{2}$ oz. cream of tartar, $\frac{1}{4}$ oz. soda bicarbonate and $\frac{1}{4}$ oz. starch. The resulting leavening will be slightly on the alkaline side.

9. **True.** As they have a more pronounced flavor, seeded raisins should be used.

10. **True.** The addition of about 4 oz. of water to each quart of egg whites after they are beaten with the first part of the sugar will show an improvement in the finished cakes.

11. **False.** The average commercial loaf of bread contains about 36-38% moisture.

12. **False.** To promote tenderness, the sponges and doughs should be fermented somewhat longer for twist bread than for round top bread.

13. **True.** Some bakers use as high as 80-85% shortening for their top crust.

14. **True.** Besides the sugar it contains about 28% milk solids and about 30% moisture. Some processors of condensed milk will make special types using more or less sugar.

15. **False.** A temperature of 70° F. is ideal. However, the relative humidity should be about 65%. The storage room should be well ventilated as objectionable odors are absorbed by flour which may be noticeable in bread.

16. **True.** In shops that are not controlled, the divider loss may run as high as 2% or more.

17. **False.** The granulation of sugar can be controlled during the manufacturing process. Fine or coarse sugar can be produced from either sugar cane or sugar beets. There is no chemical difference in these sugars.

18. **True.** However, when too much cream of tartar is used, the crumb color will become slightly gray instead of whiter. It is also used in some pound cakes containing fruit as it will decrease the tendency for the fruit to settle to the bottoms of the cakes.

19. **True.** When fondant is freshly made, it is quite firm and it is rather difficult to get it out of the container. Upon aging for six or eight days, it becomes quite soft and smooth and can be removed from the container without any difficulty.

20. **False.** Cake flour should be used. Bread flour will produce a tough lady finger due to the greater amount of protein and also its protein quality.

—BREAD IS THE STAFF OF LIFE—

Chicago Courtesy Club Ready for ASBE Meeting

CHICAGO — Fifty-eight members of the Bakers Courtesy Club of Chicago met at a luncheon meeting at the Midland Hotel Feb. 10 for the purpose of arranging the club's special "Ask Me" services for the annual convention of the American Society of Bakery Engineers at the Edgewater Beach Hotel March 6-10. Attendance was considered excellent despite a driving snow storm.

A. M. Bornhofen, Anetsberger Bros., Inc., first vice president of the club, presided in the absence of George J. Siml, Siml & Soules, president, who is in Florida for his health. He was assisted by Raymond T. Riskey, Baking Industry magazine, tary.

The program of the upcoming ASBE meeting was outlined by Ted Lauder Ekco Products Co.

Fred Nicolai, Anheuser-Busch, Inc., was appointed general chairman of the Courtesy Club services for the ASBE meeting. Serving with him will be Arthur H. Gardner, Standard Brands, Inc., chairman of the information desk services; Ray F. Frink, National Yeast Corp., as chairman of the ushering services; Raymond F. Maloney, Ekco Products Co., as chairman of the microphone services during business sessions; and Earl A. Butt, Jr., Vacuum Filter Mfg. Co., as chairman of the ushers at the baked foods display.

Individual day chairmen of the courtesy services will be: Charles H. Barthel, Brolite Co., March 6; Joseph J. Viskocil, Red Star Yeast & Products Co., March 7; J. R. Janos, Durkee Famous Foods, March 8; Fred M. Jensen, Jr., J. T. Shuffitowski Co., March 9; and L. A. Wade, Anetsberger Bros., Inc., March 10.

Victor E. Marx, secretary-treasurer of the ASBE, complimented the club members of the courtesy services which have been rendered to the ASBE over the years.

Hunter Brown, Chapman & Smith Co., chairman of the Courtesy Club golf committee, announced that the club golf tournament would be held at Rolling Green Country Club July 28.

One of Your
BEST
Sources of
FLOUR...



As Near to
You as Your Telephone!

• **HOSTESS
SUPERCake**
SPECIAL CAKE FLOURS

**QUALITY
UNIFORMITY
LABORATORY CONTROL**

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MENNEL MILLING CO.**

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E. P. MITCHELL COMPANY
Flour—Corn Goods

GRAND 1554

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Michigan Soft Wheat Flours
Plain or Self Rising

VOIGT MILLING CO.
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Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

"DIAMOND D"

A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

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Successors to JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
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Since 1856

**PRESTON-SHAFFER
MILLING CO.**

WALLA WALLA, WASH.

Established 1865

Soft White Winter Wheat Flour a Specialty

**"RUSSELL'S BEST"
"AMERICAN SPECIAL"**

Our mill is located in the high protein
wheat district of central western Kan-
sas, and secures most of its wheat
directly from growers.

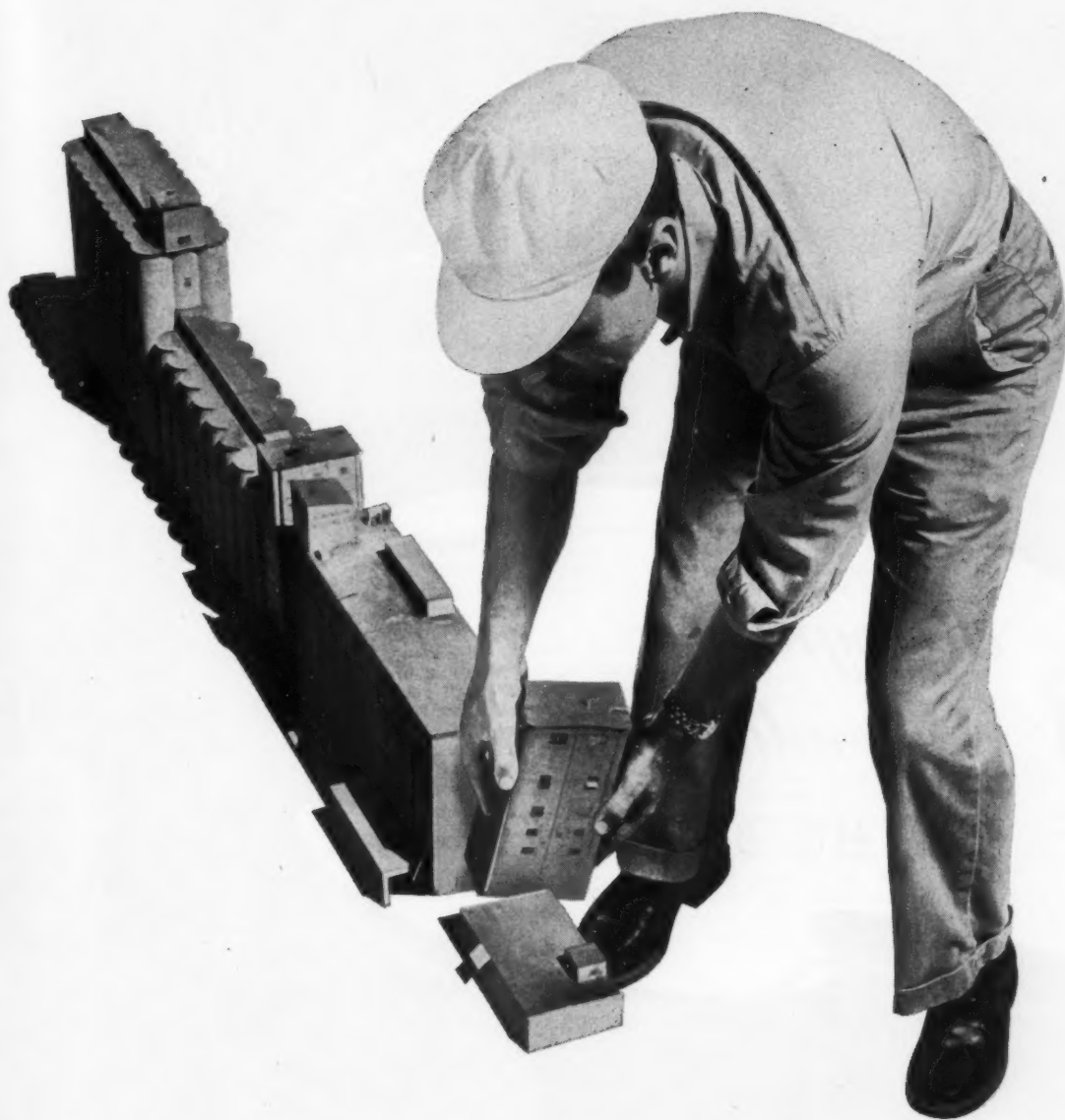
RUSSELL MILLING CO., Russell, Kansas

"SLOGAN SPECIAL"

The Quality Baker's Flour

Oklahoma Flour Mills Co.

EL Reno, OKLAHOMA



We've set aside bins solely for loading

... and why it's of vital importance to every flour buyer

Here's the flour flow picture: from mill to storage bins, from storage bins to loading bins.

Flour arrives in the loading bins *at least 12 hours before we're ready to put it into car or truck for delivery.* This gives us all the time we need to run a final thorough quality check *before loading.* Further tests are taken regularly *during* loading. That's how we make


absolutely sure that all the flour you get is exactly the grade of flour you order.

When we say IT'S BIN-CHECKED* it means the flour is *right*—and you can freely order flour either in bulk or sacks with no risk of flooding your line with a flour unsuited to your production plan.

Why not be sure . . . switch to Atkinson.



ATKINSON MILLING COMPANY MINNEAPOLIS, MINNESOTA



*Recognized
Dependability,*
IN THE BAKERY

Your Bakery Deserves the Best!

THE KANSAS MILLING COMPANY
WICHITA • KANSAS

Mills at Wichita, Cherryvale, and Moundridge, Kansas—Marion, Ohio
CAPACITY 12,000 CWTs • STORAGE 4,500,000 BUSHELS





Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

AND NOW—FISH FLOUR—A new process which utilizes fish products to produce flour for human food and feed for animal use was described in a report read at the annual meeting of the American Institute of Chemical Engineers in New York City.

Ezra Levin and R. K. Finn of the University of Illinois, originators of the Levin-Finn process, said that stable fish meal and fish oil, processed at temperatures assuring no loss or destruction of biological values, can be new sources of wealth to some underdeveloped countries.

The researchers stated that the new process also promises the elimination of offensive odors and pollution of streams, which normally result from fish or animal processing procedures. It was reported odors are completely contained within the process itself, allowing none to escape into the atmosphere.

Output of enzymes and hormones from natural tissues is claimed to be facilitated by the new process.

Another advantage was seen in the more economical processing of milk into stable defatted milk and butter oil. Shipment or storage of these products could be made without fear of spoilage.

The new process consists of suspension of ground wet organic tissues containing fatty substances in a water-immiscible fat solvent such as ethylene dichloride or trichlorethylene. Azeotropic distillation removes water in the tissue, while fat is simultaneously dissolved and recovered separately. The dried solids produced in the process are claimed to retain biological values of the original material. Being fat-free, the solids are said to be mild in flavor and completely stable in storage.

Three thousand pounds of fish meal produced by the Levin-Finn process were used recently for feeding trials in Indonesia under the Technical Assistance Program. UNICEF is conducting experiments involving children in Ecuador and Mexico in an attempt to evaluate fish flour.

BAKING BY AUTOMATION—How to make a cake by automation, using a magnetic tape recorder-playback machine to measure, combine and mix the ingredients in proper amounts and sequence, was demonstrated in New York recently by Magnecord, Inc., manufacturer of magnetic tape equipment, at the first International Automatic Exposition. The demonstration apparatus, named "Magne-Chief," is designed to show how magnetic tape can automatically perform a series of mechanical tasks with speed, efficiency and unflinching accuracy. The machine was conceived by Magnecord president William L. Dunn, "for the sole purpose of demonstrating automation in simple terms," and was designed and built in the Magnecord Advanced Development Laboratory in Chicago.

Director of engineering Erwin Weiss, in charge of the exhibit, said that these same techniques may be

applied to an almost unlimited number of common industrial operations and can be adapted to any scale of manufacturing activity. The recorder, he pointed out, serves as an electronic memory device which learns the various functions required and accomplishes them perfectly, and is not subject to such human influences as fatigue, boredom or distraction.

THE FIRST LEAVENING—On the walls of one of the tombs of the Pharaohs who ruled Egypt 6,000 years ago is a series of pictures showing how baking was carried out in the Royal bakehouse of King Rameses. The first picture shows two bakers kneading dough with their feet; they are working in rhythm and have long poles in their hands to steady them on the springy dough and to enable them to jump higher. The next picture shows two apprentices bringing water to another baker who is moulding the downtrodden dough into loaves. Other pictures show more bakers moulding dough into artistic shapes. Then there is the oven, of cylindrical shape, being filled with fuel, and finally the moulded loaves being put into it.

Just listen to a conversation between Pharos, a Greek slave baker, and his wife Athena in their little cabin adjoining the Royal bakehouse. This may enlighten you:

Athena: Why so gloomy, Pharos? Pharos: I am undone, Athena. I die tomorrow.

Athena: Have you taken poison or has a scorpion bitten you?

Pharos: No. Worse. Rameses will order me to be whipped and burnt tomorrow.

Athena: Don't be silly, Pharos. You are his chief baker.

Pharos: That's why. I have wasted some of the precious dough.

Athena: Did you burn it?

Pharos: No. But I made more than could be baked and it is left over to be wasted. As you know, to waste Pharaoh's precious dough is unforgivable. Tomorrow Rameses will order me to be whipped to death.

Athena: This is dreadful, Pharos . . . but wait—I have an idea. Is there anybody in the bakehouse?

Pharos: No. But ideas are no good to save me from Pharaoh's anger.

Athena: This one is. Just listen to me. Let us go into the bakehouse now and make the dough in readiness for tomorrow. Let us mix the left-over dough with the new dough and nobody will know that there was any dough left over today.

The idea was a success. When the morrow came, to the surprise of the anxious Pharos, the mixed dough had increased greatly in volume and the loaves from it were so much bigger and more palatable that it became the general practice to always mix a piece of the old dough with the new lot. Because the old dough lightened or "leavened" the bread it was called "leaven." Thus was given to the world a new bread, the ancestor of your daily bread, which in consequence can claim to be a full-blooded aristocrat with a lineage going back some 6,000 years.

Who says you can't make a silk purse out of a sow's ear? May have been true back in the early days of the old adage, but it's not today. Scientists of a manufacturing firm converted the gristle and skin of 100 pounds of sow's ears into glue, converted the glue into a filament, hardened and lubricated it, then dyed it to make a soft, lustrous thread. Using a small hand loom they wove the yarn into cloth, from which they fashioned a lady's purse.



Robert P. Lemke



Malcolm D. Campbell, Jr.



Harold G. Jenkins

PROMOTIONS—Three Omar, Inc., management employees have received new promotions in the purchasing department. Robert P. Lemke has been transferred from purchasing agent for Omar's Omaha district to purchasing agent for the baking company's largest district at Columbus, Ohio. Malcolm D. Campbell, Jr., who was an assistant-buyer in Omar's central purchasing office at Omaha, will assume purchasing duties for the Omaha district. Harold G. Jenkins, who has been an Omar route builder in Hamilton, Ohio will take over Mr. Campbell's duties.

Outlook for Small Business Favorable, Survey Shows

WASHINGTON — Small business, contrary to widely-held opinion, is becoming increasingly important to the U.S. economy, the Chamber of Commerce of the U.S. reports in a recent study.

In "Small Business: Its Role and Problems," the chamber asserted that big and small businesses are usually not competitive, but complementary.

"Many of the big business establishments are primarily assemblers of the countless products and parts of smaller concerns," the chamber said.

The big company also disposes of its products through many wholesalers and retailers. In many fields, the chamber said, the small firm has a clear road ahead. Mass production is adaptable only to a limited number of products.

Only the small firm can adequately cater to the growing demand for specific, personal services and products, the chamber asserted. What woman, for instance, would wear a hat identical with 20 million other mass-produced hats?

It's not surprising, the chamber continues, that smaller firms are increasing their share of income. It recalled that the net income before taxes of the 100 largest industrial corporations dropped from 3.7% of the national income in 1929 to 3.3% in 1948.

Meanwhile, medium-sized corporations were increasing their share of the national income from 4.8% to 7% and small corporations from .6% to 1.5%.

"From 1899 to 1947," group spokesmen continued, "the average manufacturing firm doubled in size, but the relative proportion of small, medium and big firms remained about the same."

In 1947, almost 75% of all firms had fewer than four employees and only 5% had 20 or more. Although a high portion of resources are in large firms, corporations with assets of \$250,000 or less had resources totaling \$29 billion.

"The ability to experiment, to adapt and to change is one reason why the small business is so important to the economy as a whole," the chamber said. "The small business is the economic seed bed from which arises the majority of new ideas, new methods and inventions. . . . With some 330,600 different manufacturers and hundreds of thousands of service establishments, each competing for the market, prices tend to be lowered and quality improved."

The chamber listed the chief problems of small business as:

(1) Inefficient and incompetent management. The high rate of failure among small businesses is traced largely to this cause.

(2) Tax policies. High corporate and personal income taxes restrict business growth, thereby penalizing efficiency. They are especially harmful in preventing the expansion of small businesses.

The study may be obtained for 50¢ a copy from the Chamber of Commerce of the U.S., Washington 6, D.C. Quantity discounts are available.

—BREAD IS THE STAFF OF LIFE—

RAISIN SHIPMENTS UP

FRESNO, CAL. — Shipments of California raisins to the trade in the U.S. and Canada last month totaled 11,896 tons.

THE BAKE SHOP

Trouble Shooter

Pecan Roll Glaze

I would like to have the formula for a good pan glaze for pecan rolls. It should be one which will look nice and shiny on the roll and not soak into the roll.—W. D., Iowa.

Here are two formulas for pecan roll glazes which you may wish to try out.

PAN GLAZE (NO. 1)

Mix together thoroughly:

3 lb. 8 oz. granulated sugar
1 lb. 8 oz. shortening
8 oz. honey
8 oz. invert syrup
6 oz. warm water.

If you do not have invert syrup you may use a pound of honey in this formula.

PAN GLAZE (NO. 2)

Mix together:

5-lb. brown sugar
8 oz. shortening
8 oz. margarine
1 pt. corn syrup

Add and mix smooth:

8 oz. warm water

Angel Food Cakes

I am having trouble with my angel food cakes. I have used the same formula for years but recently my cakes have been "dipping." They are baked in an electric oven, 325° medium and when removed from the pans I find they have "dipped" from the bottom of the pan. Of a batch of tins sometimes all of them dip, sometimes only a few, and again none of them do. I have more trouble with the ones baked in the heavy, large tube pans than with the lighter weight, small tube pans. My formula:

Beat 3 qt. egg whites to a soft peak. Add 3 lb. granulated sugar, 1½ oz. cream of tartar and 1½ oz. salt. Beat again to a soft, wet peak (speed 3 on a 4-speed machine). Fold in by hand 3 lb. 4X sugar, 2 lb. 1 oz. cake flour. I hold out about 2 table-spoons of egg whites and add the flavoring to them and fold in last. These "dippies" are driving me "dippy."—M. G., Ohio.

In checking your formula I find that there is nothing wrong with it. However, it has been our experience when this difficulty occurs a slight increase in flour will usually eliminate it.

In the case of your formula it may be necessary to increase the flour 3 to 4½ oz. Sometimes the addition of a small amount of water after the egg whites have been beaten and before the flour is folded in will help eliminate the problem. From 2 to 4 oz. of water are used per quart of egg whites.

If the angel food batter is allowed to stand in the pans for 20 min. or one half hour before being placed in the oven, the sinking or dipping is sometimes eliminated.

Pie Dough

Our firm has just purchased a pie crust roller and have encountered trouble with it. The pie crust is sticking to the roller, we can't get even crust and have to use a great amount of dusting. We have less trouble with the trimming. When we mechanized our bread department we had to make many changes to the doughs so it would go through the machine. Maybe we haven't got

the right dough. Here is the formula we are using:

26 lb. unbleached flour; 15 lb. shortening; 10 lb. 8 oz. water; 3 lb. milk powder; 1 lb. icing sugar and 8 oz. salt. Mix flour and fat well.

How should we go about it and what is the fastest way to get the dough ready for the machine? Is it important to weigh the pieces even? Is it better to flatten them out before getting them into the roller?

Is there anything else than starch which can be used in pie fillings? What about stabilizers? We would like to make pies for wholesale. But with a starch filling it will not keep long enough. Thank you in advance for your suggestions.—M. L., Ont.

I note that you state that you mix the flour and fat good, and I am wondering if you are not perhaps mixing too much, which would result in the formation of a paste which would tend to be sticky. The flour and shortening should be mixed just enough so that the shortening is in very small pieces.

I would like to suggest the following to improve your pie crust:

1. Increase the shortening from 15 lb. to at least 18 lb.
2. Decrease the milk powder from 3 lb. to 1 lb. 8 oz.
3. Eliminate the powdered sugar entirely.

After the dough is mixed pieces should be taken and made up to resemble a large rolling pin about 4 in. in diameter and about 20 to 24 in. in length. Then individual pieces can be cut to approximately the proper size for the top and bottom crusts. These pieces should be flattened somewhat and allowed to stand

over night and chill. This will give the dough an opportunity to tighten up and will improve machining.

In this country there are available special starches for the making of pie fillings. You may wish to check with your supply house about these starches. There are also available a number of stabilizers which improve the filling. You may wish to check on that. Within the past few years we find available a shortening product called hard flakes. These small particles of shortening have a higher melting point than regular shortening. When these flakes are used as a part of the shortening we have found that the dough seems to be dry and handles very easily. I would suggest that you discuss this product with your shortening salesman.

Fudge Caramel Icing

Our fudge caramel icing, after adding the syrup to the cream mass, curdles or turns. The fat seems to separate from it and comes on top. It is rough in appearance. Another trouble we are having is with our chocolate fluff icing. After three to four hours it becomes stiff and it is hard to spread. We add syrup to it but it doesn't do a good job. Right after mixing it is perfect.—M. L., Ontario.

In the fudge caramel icing I would like to suggest that instead of using the emulsifying type of shortening that you replace this with regular hydrogenated shortening. We have also found that by increasing the milk content the difficulty is eliminated. A number of bakers feel that by using either condensed or evaporated milk in the formula they obtain a smoother icing. When this type of milk is used, however, it is necessary to increase the amount due to its having a lower moisture content.

In the chocolate icing it has been our experience that a high fondant content seems to make the icing drag and hard to spread. We would like to suggest that you replace about 30% of this ingredient with icing sugar and then add enough syrup to obtain the proper consistency.

—BREAD IS THE STAFF OF LIFE—

C. J. Patterson Co. Buys Oklahoma Plant Site

OKLAHOMA CITY, OKLA.—The C. J. Patterson Co., Kansas City, operating Mission Service Bakers at 4525 N. Cooper Ave., has purchased 1½ acres of land in the industrial districts here.

It will provide for future plant expansion, adding approximately 50% to the land now occupied by the firm. The present plant was built by Oklahoma Industries under lease arrangement with Patterson, and was recently sold to Prudential Insurance Co. of America.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

Committees Appointed For West Virginia Bakers' Convention

WHITE SULPHUR SPRINGS, W.VA.—The 17th annual convention of the West Virginia Bakers Assn. will be held at the Greenbrier Hotel, White Sulphur Springs, W. Va., June 24-27, with a new format in business and pleasure. Theme of this year's meeting is "Good Business Is Fun."

President Paul Cole has announced the following convention chairmen, who will appoint the remainder of their own committees, and other complete committees. Golf—Harry Fretwell; program—Cris Smallridge; attendance—Mrs. Teresa Torlone, chairman of West Virginia retail bakers group; Paul Brunson—Ohio; James J. Mussman—Pennsylvania. West Virginia hour—Ralph Thompson; bingo party—Mrs. Paul Payne, Mrs. James Wallace, Mrs. Cris Smallridge, Mrs. Paul Cole, and Mrs. Ed Johnson; election nominating committee—Robert Storck, L. D. Feuchtenberger, Jr., and Ralph Thompson; registration—Guy N. Belcher, Paul Cole, Cris Smallridge; Baker - Allied business meeting—Paul Cole and Ed Johnson.

—BREAD IS THE STAFF OF LIFE—

AIB Emphasizes Good Training for Sanitarians

CHICAGO—The bakery sanitation is a vital member of the team of management, production, sales and maintenance personnel which keeps the bakery operating at top efficiency. Progressive management is alert to its responsibility for providing top-grade training to all members of the team, AIB officials emphasize.

The Special Course in Bakery Sanitation scheduled by the American Institute of Baking twice each year helps management to meet this responsibility. The course offers both a review of the fundamentals and training in new developments in the field. Only four days long (March 21-24 are the dates of the next class) it is packed with valuable information for bakery owners, managers, production superintendents, sanitation supervisors; sanitation personnel from allied food industries; and pest control operators, AIB feels.

On the faculty for the course are George Daughters, Chicago district chief of the U.S. Food and Drug Administration, and William D. Fitzwater, of the Fish and Wildlife Service. Lecturers from the institute staff are Howard O. Hunter, president; William B. Bradley, scientific director; Robert W. English, education director; Welker Bechtel, laboratories director; Louis A. King, Jr., sanitation director; William Walmsley, principal emeritus of the School of Baking; Anthony Castellani, bacteriologist; Charles Kenkman, Jr., maintenance instructor; and Erik Funch, Jr., Lloyd Salathe, and Keith Tovey, sanitarians.

—BREAD IS THE STAFF OF LIFE—

Expansion Program

FORT WAYNE, IND.—The expansion program of Bon Ton Bakery, Inc., which will cost more than \$200,000 when completed this fall, is nearing completion with the opening of the new downtown retail outlet at 809 S. Calhoun St. The expansion has seen the opening of five neighborhood outlets since 1953. All baking of the firm is now being done in its new plant at 4221-27 Bluffton Road.



Jacks or Better To Open?

We ran across an idea the other day which will be of interest to clubs and organizations having a problem of keeping up attendance at regular meetings. An organization with which we are familiar has come up with what looks like a relatively painless solution. For five consecutive meetings, club members get one playing card at each meeting they attend, and a Joker as a bonus at the last meeting. The club member with the best hand then wins a prize—in this case, two tickets to the club's St. Valentine's Day party.

This would seem to be a fine idea to stimulate attendance; now all they've got to figure out is how to keep the boys from slipping in those aces which any good poker player keeps up his sleeve.



Bill Lingren

Some Very Vital Questions ...

William F. Thie, outstanding Cincinnati baker speaking as an official of the Associated Retail Bakers of America at a recent industry meeting, threw out some very vital questions for the consideration of bakers everywhere:

"How many of the millions born this year will be our customers when they are old enough to choose what they will eat? Will it be plenty of baked foods?"

"Why don't more boys and girls go to the bread box for baked foods when they are hungry, instead of reaching for a box of some other food?"

"Why have we lost a generation of boys and girls who are not as familiar with baked foods as they should be?"

"Are we aware of and are we prepared to meet the ever-changing food habits of our people?"

"Some 45 million people are reported to be on a diet in this country and too many have eliminated baked foods entirely from their menu. Are we informing as many as we ought about the value of baked foods in a diet menu?"

"Too many people are believing baked foods do not contain the finest of ingredients. What are we doing to tell them of the many good products that go into baked foods?"

These are only a few of the vital questions that the industry needs to ponder, Mr. Thie pointed out. The strange fact is, he said, that "we in the industry know the answers."

"We know and talk about what ought to be done, and that is where we stop," Mr. Thie said. He then went on to urge strong support of the industry associations and their leaders in a concerted all-industry effort to maintain a bright future for the baking industry.

A Word to The Wise ...

Salesmen traditionally like stories, and here is a story that will not only be of interest to salesmen, but which contains a good moral for them.

Possibly it is an old and well-known story, but we believe it bears repeating. The author is not known, and the title of the story is "The Order":

Now it came to pass, a great prophet once addressed a herd of donkeys: "What would a donkey require for a three-day journey?"

And they answered, "Six bundles of hay and three bags of dates."

"That soundeth like a fair price, but I have for only one of you a three-day journey and I cannot give six bundles of hay and three bags of dates. Who will go for less?"

Behold all stood forth. One would go for six bundles of hay and two

bags of dates, another for three bundles and one bag. Now one especially long-eared donkey agreed to go for one bundle of hay.

Whereupon the prophet replied, "Thou art a disgrace to the herd and an Ass. Thou cannot live for three days on one bundle of hay, much less undertake the journey and profit thereby."

"True," replied the Ass, hanging his long ears in shame. "But I wanted to get the order."

—BREAD IS THE STAFF OF LIFE—

Grocery Manufacturers Plan June 20-22 Meeting

NEW YORK—Paul S. Willis, president of Grocery Manufacturers of America, Inc., announces that the association's 1955 mid-year meeting will be held at the Greenbrier Hotel, White Sulphur Springs, W. Va., June 20-22. As in the past, the sessions will be open only to GMA members.

Mr. Willis also revealed that GMA's 47th annual meeting will be held at the Waldorf-Astoria Hotel, New York City, Nov. 16-18.



Curtiss H. Scott

CHAIRMAN—President of the Grocers Baking Co., Louisville, since 1940, Curtiss H. Scott was recently elevated to the newly-created position of chairman of the board. Kenneth Hikes, executive vice president since 1953, was named president. Mr. Scott, with the firm 35 years, has held the chairmanship and several other top spots in the American Bakers Assn. He is a son-in-law of the late founder of the firm, J. William Miller. Mr. Hikes is the son of Samuel Hikes, former secretary-treasurer. The company was started about 50 years ago by a group of retail grocers, now operates wholesale plants in Kentucky, Indiana and Tennessee.



Frank D. Barkalow

MIX MANAGER—Frank D. Barkalow is the new sales manager of Downyflake baking mix division of Doughnut Corporation of America, New York. He served for 4 years with the U.S. Air Force in the Pacific during World War II. Frank Barkalow's first uniform was that of buck private. When war was over, the uniform he replaced with civvies was that of Major. Eight years ago he came to Doughnut Corporation of America as a salesman with its retail division. He then became New England sales manager of the DCA bakery division.

Bakery Merchandising

50 KINDS OF BREAD

Do-It-Yourself Sandwich Show Gives Early Start to August Sandwich Month Promotion

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The two-day meeting at the Gotham Hotel recently, was sponsored jointly by the American Bakers Assn., American Can Co., American Dairy Assn., American Meat Institute, Duvernoy & Sons, Inc., the Green Olive Commission, National Pickle Packers Assn., National Preservers Assn., New York Preservers Assn., Poultry & Egg National Board, Tuna Research Foundation, and the Wheat Flour Institute, coordinating agency for "August is Sandwich Time," National Sandwich Month.

Each of the participants provided a variety of sandwich-meal foods as part of the "invent-it-yourself" super-smorgasbord sandwich sampler buffet. The buffet tables extended 84 feet with a colorful offering of more than 200 fillings and 50 different kinds of breads.

A statistician computed the total possible number of combinations of these sandwich meats, poultry, fish, cheese and cheese spreads, fillings, breads and rolls. The offering of foods at the presentation would make up into 69,655,000 three-decker sand-

wiches—all different. The same foods combined between two kinds of bread, offered as many as 285,074,000 different sandwiches.

The buffet was organized to demonstrate the greatest possible variety of foods available in sandwich meals. It was reported at the meeting that more than 90 million sandwiches are eaten every day in America, with peak consumption in August. The showing of foods at the super-smorgasbord was limited, however, largely to cold items. Adding hot sandwiches, statistically-minded guests estimated the possible number of sandwich meal combinations in the billions—all with different fillings, flavors, breads, soups, salads, beverages, and desserts.

Representatives of the participating groups included J. C. Biety, American Bakers Assn. for bakers, and Miss Ruth Behnke for the Wheat Flour Institute. Bread and rolls were supplied by Duvernoy & Sons, Inc., New York City institutional bakers.

More than 100 magazine and newspaper food editors, radio and television broadcasters, home economists and food writers attended the Thursday session. The majority registered to receive an imported English sandwich spreader as a gift.

An even larger group attended Friday's session of the "invent-it-yourself" sandwich sampler buffet. Guests included representatives of the food,



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grocery, milling and baking press, the restaurant press, advertising and public relations agencies, and food manufacturers whose products fit into the sandwich meal pattern.

This latter group was advised of "Augus-Is-Sandwich-Time" plans for 1955. To show what could be done

in the campaign, it was reported that last year meat packers increased canned luncheon meat production by more than two-million pounds in National Sandwich Month. Jam and jelly sales climbed 12%. One national supermarket chain reported that bread and sandwich food sales jumped



Missouri Bakery Makes Open House An Enjoyable Event for 3,000 Persons

Open house festivities at the new Muff Bakery in Trenton, Mo., recently was termed a huge success after more than 3,000 persons completed guided tours of the establishment.

Some 30 members of the Missouri Bakers Assn., resplendent in their famous aprons, served as guides, with Carl and Fern Muff as hosts.

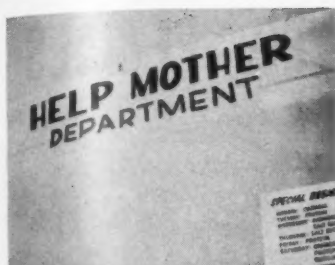
Guests were taken through the bakery while baking operations were going on, and each step in the baking process was explained in comprehensive manner to both young and old.

The bakery has been equipped with several new pieces of machinery, and includes a fermentation room.

Carl Muff, in addition to being a baker, is a very busy man in civic affairs. He has been an active school board member for five years, president of the chamber of commerce and president of the Trenton activities program, which sponsors parks, playgrounds and recreation for the youth of the community.

Carl's wife, Fern, also is active in many women's organizations and church work.

When the last guest left the bakery, it was generally agreed that those who toured the plant were aware of the outstanding part the baking business plays in the food industry.



EFFECTIVE SIGN—A "Help Mother" department featuring a large display of baked goods normally prepared at home resulted in an impressive sales increase at Gold's Bakery, Lincoln, Neb., during the Christmas season. Mrs. Laverne Whitmarsh, manager, decided upon the idea after realizing that many women who customarily bake cakes and cookies at home are under a heavy load during the holiday season.

more than 27% as a result of the promotion.

Staging of the "invent-it-yourself" sandwich sampler buffet set a precedent amongst trade groups. It was believed the first time that a number of food associations had joined together to provide products related to a single mealtime theme. A spokesman pointed out that the presentation of food thus followed the pattern of consumer buying—since homemakers do not shop for individual products but for related food items as part of a meal. In restaurants, too, the meal idea is all-important.

National Sandwich Month is based on this fact in its expression through grocery trade and restaurant channels, it was pointed out.

Food editors, radio and television broadcasters, are devoted to sandwich meals because of the intense public interest and the constant need of homemakers for new ideas the group was told. Advertisers support the "August is Sandwich Time" merchandising theme because the campaign fits almost all products into the sandwich meal pattern. Food retailers like the program because National Sandwich Month makes available literally tons of merchandising material, national advertising, and supporting editorial copy—for an all-out, store-wide, all-foods promotion, without pressure-stocking, special "deals," or other practices so widely protested. Restaurant operators, who serve as many sandwiches as anybody, like the campaign because it gives them an important part in a national promotion for foods that are popular, easy to prepare (labor saving), easy to serve.

CHERRY PIE PUBLICITY

NEW YORK—Cherry pies made by bakers received considerable radio and television publicity this year through a reprint of a page of Parson Weems' Life of Washington, which contains the famous cherry tree legend concerning the nation's first president. The reprint was made available through the Fleischmann Division of Standard Brands, Inc. Frequent references were made by radio and TV stations across the nation to the legend as contained in the little leaflet and coming just prior to Washington's birthday Feb. 22 it served as a valuable reminder that bakers' cherry pies are an appealing and popular dessert.

Story of Baker's Dozen Featured On Eastern Program

Radio station WABY, Albany, N.Y., recently featured a program on the legend of how the term "baker's dozen" originated in Albany, N.Y. It was asserted that one Volkert Jan Pietersen Van Amsterdam began the practice of giving an extra cake or bun or cruller to children who shopped in his bake shop, which was located at what is now the corner of Columbia St. and Broadway, Albany.

The broadcasts were in connection with an annual observance sponsored by the Dutch Settlers Society of Albany for children. Spring time in Holland was also featured.

A local historian, however, maintains that the Van Amsterdam bake shop was just off Jonkers (the present State) street. The incident of the baker's dozen, he says, occurred 300 years ago, on Christmas Eve, 1655, and that Van Amsterdam was called Baas (master) by the Dutch and Indian traders.

Reputation Established

Baas had established a reputation in the Dutch settlements for delicious Christmas and New Year's cookies and cakes.

On this Christmas Eve at closing time, an elderly, crabbed woman entered the shop. Baas gazed at her irritably, for he was in a hurry to join his frau and friends in celebration. "What want ye?" he growled. "I want a dozen New Year's cookies," the woman cackled, "with the likeness of good St. Nicholas on them."

Baas counted 12 cookies carefully, for he only favored children with free cakes. The woman at once demanded an extra one.

"I want one more," she insisted, "one more makes a dozen."

The Dutch short temper asserted itself. Baas, in a hurry to get to the party, pushed the woman out to the street and locked the door. "You can go to Schnectady for another cookie," he roared.

Spirit Asserts Itself

Withal, over his rum with his frau and friends, his kindly spirit reasserted itself. His rude treatment of his customer tormented him. And to cap his chagrin, good luck seemed to desert his store, Baas languished and business fell off alarmingly. In his dreams, the elderly woman appeared three times, demanding her thirteenth cookie, and vanishing before Baas could explain.

"Holy St. Nicholas," the baker prayed, "What shall I do?" And the legend relates that St. Nicholas appeared to him and asked him to explain his predicament. And Baas in awe explained.

"Your trouble," said the good saint, "is that you have not the true Christmas spirit in your business dealings. It should last the whole year through. If you will favor the old woman, give her what she demands, your troubles will vanish into thin air. You must forego profits, seek to do good, and be kind, generous in all things."

The next time the elderly lady came in, Baas was all thumbs trying to get 13 cookies into her basket, and added for good measure a huge Dutch cake. "Merry Christmas and Happy New Year the whole year through!" he shouted. The spell was broken. And thereafter, throughout the entire patroonship, 13 was a baker's dozen. At least—so the story goes.

First Aid For ADVERTISING

Q. We have a bulk contract for our newspaper advertising. But when should we use the largest amounts of advertising? Can you help us out on this spacing of our newspaper advertising?—G. W., Louisville, Ky.

A. A common advertising mistake is pushing advertising the hardest during the sales slack time. Advertising can, and will, give you more evenly distributed sales, and having only slacks instead of slumps. But the advertising dollar can get better results when you cash in on an already existing need and desire for special products. For this reason, many advertising bakers report splicing up their advertising pie in a manner such as this: Around 30% for Christmas and Thanksgiving, plus New Year's Theme; about 30% for special items with their own season such as doughnuts in October, summer picnic specials, hot weather promotion, etc.; about 10 or 15% for "gift" holidays—graduation, Mother's Day, etc.; around 10 to 15% for special promotions to special groups such as schools, clubs, churches, lodges, etc.; and the remainder for the times occurring between these special events. This gives you three essential ingredients for advertising success at low cost—timeliness, consistency, and repetition.

Q. We operate a neighborhood retail outlet located out of the major shopping district. All of our business is local neighborhood trade. Would we be wasting money to advertise in the regular channels? We feature about the same products at the same prices and high quality as the outlets located downtown. Actually, there is little reason for folks outside of our neighborhood area to go out of their way to do business with us.—R. O., Chicago.

A. The neighborhood store can profit greatly from the right kind of advertising. First, spend your money to cultivate your local neighborhood trade to the highest degree. The lowly postal card, handbills, window display, curb and store front signs (when legally permissible) and the three-and-six sheet posters can reach your local trade area, sell to them and keep them from the larger competitor. You have the advantage because you can know your local customers and know their preferences. You can feel free to phone Mrs. Brown about the chocolate cake, a favorite of her husband. Secondly, if you are striving for a larger trade area, MAKE a reason for folks to go out of their way to buy at your store. Feature some products at cost (or below) as a traffic item. It will make it profitable for your customers to drive a few extra blocks. These traffic items should be advertised in the mediums which serve a larger area—the radio, larger newspapers, etc. The basic point to remember in all advertising IS TO LIMIT YOUR ADVERTISING AS NEARLY AS POSSIBLE TO THE REGULAR OR POTENTIAL TRADE AREA YOU ARE SERVING OR WISH TO SERVE. This gets your message to your regular and potential customer, avoiding wasted circulation of advertising money!

Q. What suggestions can you give me to help make my summer advertising copy more timely?—N. J., Cleveland, Ohio.

A. Connect your copy with local news events and holidays. The circus coming to town, the opening of the zoo, the opening of the local swimming pool, publicity on the local ball teams, tennis matches, golf competition, club and civic activities, big name entertainers in town can all be used with a direct tie-in for your summer copy. The first day of summer, the 4th of July, Father's Day (give Dad a Break—try our prices, etc.). Of course, the hot weather is always effective for bakery sales. Good advertising brings in the sales boost when you reflect the true wants and actions of the local public.

Q. We are rearranging our interior retail outlet and would like a few tips that will increase sales from good interior arrangement.—T. Y., Atlanta, Ga.

A. These are the basic facts to remember. First, many customers buy on "impulse" when they see the merchandise and are reminded of their needs. The front of the store gets the most traffic. The space around the cash register gets the most attention. Merchandise arrangement guides traffic, prevents congestion, takes full advantage of store traffic to increase sales. Remember that what people don't see, they don't buy. Display exposes goods to view and will force attention. Display can tie-up closely related items which your customer thinks of and tends to buy together. By making the effort to convert display ideas into added profits, you're building additional volume.

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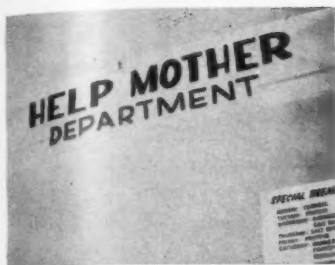
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Fleischmann's Hot Cross Bun Promotion Hits Full Stride

On Feb. 19, 1921, the Fleischmann Division of Standard Brands, Inc., ran a full-page advertisement in the bakery trade press which asked and answered this pertinent question:

"Is there any good reason why so attractive an offering as hot cross buns should be limited to a two-day session—Good Friday and Easter? We believe not—and have taken steps to have you develop them into an irresistible 'Friday special' straight through Lent!"

The "steps" that Fleischmann took in 1921 included tested recipes for the hot cross buns themselves, together with hot cross bun window strips and a prospectus of merchandising suggestions. Pretty much the same steps have been used every year, ever since.

In 1921 the idea of selling hot cross buns "straight through Lent" was a distinctly novel idea. And despite the promise to help develop the buns into an "irresistible" special, the plan was greeted in the baking industry with a certain amount of justifiable skepticism. However, the very first year the plan was put into operation it proved its practicality and in 1922 the company was able to run another trade magazine ad which proudly

pointed to the fact that bakers who had used the all-through-Lent plan had sold over 100,000,000 hot cross buns. Then, for dramatic emphasis, the ad calculated that "If the 100,000,000 hot cross buns were placed side by side, they would reach from New York to San Francisco and back to Denver—with enough buns left over to encircle the city!"

By 1923 it was estimated that the sale of buns by bakers who used the all-through-Lent plan had jumped to 158,000,000 and by 1924 they had touched a 200,000,000 total. The advertising statisticians stopped counting then, but in the years that followed the all-through-Lent program became an accepted promotion on the U.S. baker's merchandising calendar.

Merchandising "Variety"

The Fleischmann materials developed between 1921 and 1955 ranged from Easter lilies to Easter bunnies and from window strips to singing commercials.

In recent years, the advertising and merchandising aids in the firm's hot cross bun plans have grown more numerous and elaborate. In addition to formulas, window strips and window displays, they have featured sug-



PROFITABLE EASTER DAYS—Easter now is 30 profitable days for bakers because of what is described as a honey of a bunny idea by Ekco-Foil container division of Ekco Products Co. For 30 days prior to Easter the baker simply takes orders for his own cake to which has been added a little Easter decoration to make it a "Bunny Hug" cake and also bakes his regular top-quality Hot Cross buns—both in foil containers for eye-appealing, festive appearance. To put the idea across, Ekco-Foil provides bakers with a complete selling package, pictured above, consisting of four-color window streamer, package enclosures and price tents.

gested newspaper ads, radio and TV announcements, direct mail campaigns and selling sentences for sales personnel.

Another recent development in the yearly hot cross bun plans has been the suggestion that bakers vary the fillings and/or toppings on their hot cross buns as one way to sustain appetite appeal and consumer interest during the long Lenten season.

The 1955 Plan

Previews of the 1955 hot cross bun plan (34th in the "all-through-Lent" series) indicate that besides being the "best and biggest ever," it is a unique and adaptable plan for all types of bakery operations—retail, wholesale or house-to-house.

Most unusual feature of the '55 plan is a large (18 in. by 27 in.) full-color poster that features a mouth-watering display of hot cross buns at its top and then traces the historical development of the buns in six separate and striking scenes. The first scene states that the original ancestor of the hot cross bun appeared in ancient Egypt... marked with the horns of an ox and dedicated to the moon goddess. Scene two shows that the Greeks and Romans also used the buns as sacrificial offerings... but marked them with a cross to symbolize the four phases of the moon. In scene three it is revealed that the hot cross buns of the Christian era first appeared around 1250 A.D., when they were sold to Easter Sunday communicants as they left church. Scene four explains that in the 16th century people began to eat these small cross-marked buns on Good Friday. And scene five tells that in the 17th century in England the buns were hawked through London's streets to the jingle: "One a penny buns, two a penny buns, one a penny, two a penny, hot cross buns!" The poster's final scene, shows that in America the bountiful, the hot cross bun season starts on Ash Wednesday and continues through Lent.

In order to help achieve the widest possible distribution for the "History of Hot Cross Buns," the giant poster's copy and artwork have been used to produce a black-and-white, four-page leaflet for bakers who might want to print this promotion piece in quantity for house-to-house, grocery, or direct mail distribution. Copy prints of all four pages may be obtained by writing to the Sales Promotion Department, Fleischmann Division, Standard Brands, Inc., 595 Madison Ave., New York 22, N.Y.

Fleischmann is also distributing a merchandising brochure for bakers that ties the whole package together and includes all the usual suggestions about newspaper ads, radio and TV announcements, mail campaigns, etc. Also included in the merchandising brochure is a suggestion that bakers tie up with the Bakers of America "Better Breakfast" promotion when they advertise their hot cross buns—a natural tieup, since the hot cross bun season coincides with "Better Breakfast" month and hot cross buns can help supply the "variety" that is being emphasized for better breakfasts.

—BREAD IS THE STAFF OF LIFE—

Pillsbury Supports ARBA With Sales Contest

MINNEAPOLIS—Pillsbury Mills, Inc., has announced the winners of its sales contest designed to support the Associated Retail Bakers of America and particularly to promote the 1955 convention of the ARBA at Miami Beach, Fla.

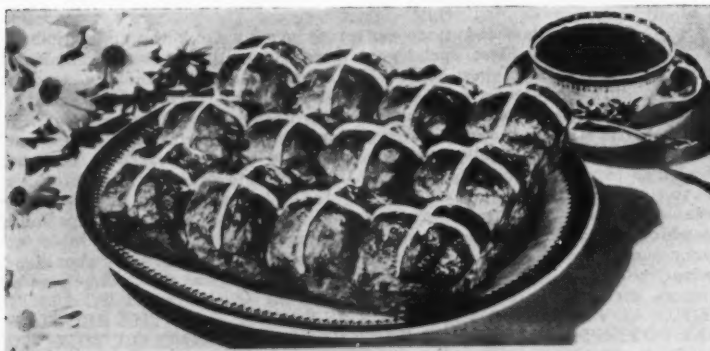
The prize, awarded to seven sales personnel, consists of a trip to Miami, four days attendance at the convention, followed by five days of all-expense-paid vacation at Miami Beach.

This volume contest encouraged Pillsbury salesmen to "talk-up" the association and the convention to retail bakers in their daily round. The Pillsbury salesmen also encouraged bakers to go to the convention when asking them for their support in helping them win the coveted trip. This meant that the entire Pillsbury bakery division sales force was talking to thousands of bakers over a period of three months on this subject.

"The winners, who will have the opportunity to talk to bakers from all parts of the country before relaxing on a pleasant vacation, have all done an outstanding job of boosting their sales and attendance at the convention," George S. Pillsbury, vice president and head of the company's bakery division, stated.

"Our sales force reports a tremendous interest in the convention," he continued, "and I hope we may have helped step up attendance."

Winners in the contest are: Carl G. Schulz, Los Angeles; Pat Albano, Chicago; Gerald C. Liebel, Buffalo; K. Housley, Philadelphia; and from Pittsburgh, W. T. Wilson, G. Y. Underkofler, and Dennis Jett.



History of Hot Cross Buns



First ancestor of the hot cross bun appeared in Ancient Egypt—marked with the horns of an ox and dedicated to the moon goddess.



The Greeks and Romans also used the buns as sacrificial offerings—but marked with a cross to symbolize the four phases of the moon.



Hot Cross Buns of the Christian era first appeared around 1250 A.D., when they were sold to Easter Sunday communicants as they left church.



In the 16th Century people began to eat these small, cross-marked buns on Good Friday. "Bun" is derived from the French word "bûche"—a swelling.



17th Century Englishmen used to hear Hot Cross Buns hawked through London's streets to this old jingle: "One a penny bun, two a penny bun, one a penny, two a penny, hot cross buns!"



In America the "Bunster" the Hot Cross Bun Season starts on Ash Wednesday and continues all through Lent. But the buns are much the same as in 1650.

The Hot Cross Bun is one of Man's most widely accepted symbols of the Lenten Season. As bakers we are proud to help you preserve and carry on this old tradition.

HOT CROSS POSTER—A large full-color poster which measures 18 in. by 27 in. has been distributed by the Fleischmann Division of Standard Brands, Inc., to help bakers boost sales as well as stimulate good relations. Beneath the display of the hot cross buns is an outline of the historical development of this delicious bakery product.



Loyal Loafer Sticker Campaign Exceeds Estimate

CHICAGO—The first major project of 1955 undertaken by members of the Royal Order of Loyal Loafers has started off with a bang and should surpass all previous efforts in regard to member participation, according to George N. Graf, Quality Bakers of America, New York, Head Loafer.

The project is the distribution of two-color gummed labels with the slogan "Do a Deed Today to Build Your Industry" printed on the Loafer insignia. The stickers are being used on pay envelopes, letterheads and other intra-industry correspondence.

"While the project is still in its infancy, the many orders for stickers emphasizes the willingness of Loafers to generate more enthusiasm among fellow members of the baking industry," Mr. Graf said. "It is gratifying to see so large a number of bakers and allied tradesmen ac-

tively participating in the promotion."

An additional 100,000 stickers have been ordered and can be obtained at Loafer Headquarters, Room 1558, 20 North Wacker Drive, Chicago 6, Ill.

—BREAD IS THE STAFF OF LIFE—

Chapman & Smith Develops New Way of Making French Doughnuts

The Chapman & Smith Co., Melrose Park, Ill., has announced a new promotion for retail and wholesale bakers—"Parisian Puffs."

French doughnuts, or French crullers as they are often called, have been neglected by the majority of the bakers of America primarily because of a particular labor and time-consuming production problem which kills the enthusiasm of the baker, Chapman & Smith says. Therefore, he does not make them as often nor does he merchandise them because of the relatively unprofitable production difficulties.

With the introduction of Parisian Puffs, Chapman & Smith brings out a new balanced control for making French Doughnuts called "Parisian" which eliminates all cooking and cuts the production time 25 minutes for each batch of crullers. The baker adds only water and liquid eggs to this new product.

Parisian Puffs are supported by a colorful poster, window streamer, a book of formulations which also discusses merchandising and promoting French Doughnuts. The book also covers a variety of toppings for the Parisian Puffs which gives them a larger market.

The Parisian product is packed in 85-pound, multiwall polyethylene lined, paper bags and is available to all retail, wholesale, multiple-unit operators and house-to-house bakers throughout the country.

Commercial Baking Powder Biscuit Developed by GMI

A new development for the baking industry which is claimed to permit the commercial production of a top-grade, home-quality baking powder biscuit has been made by General Mills, Inc., Minneapolis.

The biscuits are in no sense a compromise, but mark the development for commercial bakery production, both wholesale and retail, of the means for producing a universally favorite baked product that has always until now been limited to home baking, Ralph S. Herman, head of GMI bakery sales service, announces.

The company has developed a dry mix that it is making available to the baking industry under the brand "General Mills Brown 'n Serve Genuine Buttermilk Baking Powder Biscuit Flour Mix." The mix requires only the addition of 21% hydrogenated shortening and 60 to 64% liquid. The doughs exhibit excellent stability during makeup, Mr. Herman says.

The company is in the midst of launching a national promotion introducing the biscuits. A merchandising kit will be available to the baker, including brochures describing the new process, sample two-color magazine insert, price markers, two streamers such as shown in the accompanying illustration, four-column newspaper mat, and suggested one and two-column newspaper layouts.



BISCUIT PROMOTION—Claiming a industry first for its commercial-bakery-produced baking powder biscuits, General Mills, Inc., is supplying window and showcase streamers such as that illustrated above as part of its merchandising kit for bakers.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

Competitive Displays

A retail merchant's display program must meet the test of time and competition. That's one reason why a retailer should, in some way, do some "comparison shopping" in competitors' or distant dealers' stores. The dealer himself can visit and look over stores in other communities, and, if possible, he can have someone check periodically on the display and merchandising methods followed in competitors' stores. He should be aware of what competitors and others in the field are doing in the way of display and merchandising. He should know what they are saying in their newspaper and other advertising. In this way, the dealer can pick up new or improved ideas. And he can adjust his own display and promotion program to keep up with the times and competition. If the retailer has a flexible display program, he will have a more competitive program.

Five Points

Five ingredients that successful sales directors include in a worthwhile sales training meeting for employees are: 1. Visual aids which help to make the point clear. 2. Variety to lend emphasis. 3. Localization, or use of local examples to make the point more familiar and more effective. 4. Repetition to make the point last longer, and 5. Participation by the group to arouse and maintain more interest.

Give Ads A Title

Your newspaper advertising has more punch and appeal if it contains a weekly sales title and theme. The sales title, or headline, may not be as important as the theme, or sales idea. This idea can be used as the sales promotion theme for the following week. An ad with an idea gives the reader the impression that there is something different and interesting going on in the store. It indicates to the reader that here is a wide awake store with ideas. When making up the sales titles and theme, take into consideration the season first—then conditions and timing. If you want convincing, down-to-earth advertising, utilize well chosen ad titles and headings. Full selling power can be gotten from ads with a good heading, a good layout, using illustrations and prices.

Cheerful Refunds

Infrequently the retailer finds it necessary to give a refund. Nothing makes a customer feel worse than to be afraid to go back and ask for refund because the retailer or his employee will be "ugly" or "nasty" about it. A refund cheerfully given is one of the best goodwill builders that can be used. It costs little—mainly a little application of patience and courtesy. Retailers realize more and more that human relations are the most important asset a business can have. Success can be assured to a great extent by keeping customers happy and by being helpful and courteous to them.

Drag on Profits

"In budgeting, retailers do not always set aside adequate funds to replace obsolete plant, office and production equipment, to streamline operations and distribution methods. Yet here lies the all-important difference between profit and loss," points out an official of Store Modernization Institute. "It is true that stores with attractive fronts, correct lighting, versatile fixtures, exciting colors do more business than stores without such improvements; these are essentials. However, retailers must coordinate these improvements with efficient accounting, maintenance, merchandise handling and warehousing methods, or even the best modernized stores can fail," the official adds.

50% Boost In Volume

A thorough remodeling job has never failed to produce at least a 50% increase in volume and sometimes has run as high as 900%. This statement was made recently by a food merchant with 30 years of merchandising experience in speaking to fellow members of a grocers' association. To a certain degree at least this claim will apply to bakeries as well since they are in the business of selling to consumers also. Building better stores is the most direct and most productive way to build a profitable following of customers. Just as car owners insist on repairing, painting, polishing, servicing and tuning up their vehicles, retail bakers should emphasize the same approach in their stores.



The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of *The Bakeshop Trouble Shooter* to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of *The American Baker* magazine.

The *Trouble Shooter* is becoming a classic among baking industry publications; it is now in its fourth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



**The American Baker,
P. O. Box 67,
Minneapolis 1, Minn.**

☐ Bill me

☐ Payment is enclosed

Gentlemen: Please send.....copies of *The Bakeshop Trouble Shooter*, at \$1 each.

Name

Firm

Address

City..... State.....

C. F. Gaffney Retires From Union Steel Post

ALBION, MICH.—In a recent announcement from C. W. Steinhauer, manager, equipment division, Union Steel Products Co., Albion, it was stated that C. F. Gaffney had retired from his former position as manager of the company's New York office.

Mr. Gaffney had been an employee of Union Steel Products Co. for 34 years, 15 years of which he had been active in his capacity as manager of its New York sales office.

Following a brief vacation, Mr. Gaffney's future plans include a resumption of sales activity as a special representative for Union Steel and the sales counsel and application of the company's equipment for industrial fields. His proposed activities and services will include the eastern area.

—BREAD IS THE STAFF OF LIFE—

West Virginia Bakers' Group Maps Plans For March 27 Meeting

CHARLESTON, W.VA.—The West Virginia Bakers' Assn. have made plans for what is expected to be the biggest spring sales meeting ever held by the state association for sales managers, supervisors and bakery managers.

Theme of the sales conference will be "Opportunity Unlimited" and will be open to both bakers and allied people.

Cris Smallridge, manager of Holsum Bakery Co., Charleston, is chairman of the sales conference committee, and other members include Carlyle Cole, manager of Cole Baking Co., Bluefield, and Albert Gast, manager of P. J. Gast & Sons, Wheeling.

Mr. Smallridge said this year's meeting will be held at Charleston on Mar. 27 with all sessions in the afternoon and evening in order to allow maximum attendance of sales people. The chairman said the new animated display of Anheuser-Busch, Inc., "She Just Came in for a Loaf of Bread," will be on display, and there would be "coffee breaks" between sessions, handled by Standard Brands, Inc.

California Bakeries Win Product Awards

LOS ANGELES—More than 3,000 persons filled the Biltmore Hotel ballroom to see the first annual Los Angeles Culinary Arts Exhibition. The event was sponsored by the Chefs de Cuisine Assn. of California, Inc., the Southern California Catering Executives Assn. and the food department of the Los Angeles Trade Technical Junior College.

Prize winners included: Fancy bread and rolls: first, Gold Cup Bakery; second, Hillcrest Country Club; third, Fairfax Bakery.

Wedding cakes: first, Edna Hackler Cakes; second, Hansen's Cakes; third, Humphrey Bakery.

Fancy decorated cakes: first, Swiss Pastry & Cookie Shop; second, Hillcrest Country Club; third, Humphrey Bakery.

Sugar work—first, Flora de Lee Catering Service; second, Gold Cup Bakery; third, Eaton's Restaurant.

—BREAD IS THE STAFF OF LIFE—

OKLAHOMA EXPANSION

DURANT, OKLA.—An expansion program which will add 20,000 sq. ft. of additional floor space for the Turner Baking Co., Durant, Okla., is nearing completion.

—BREAD IS THE STAFF OF LIFE—

Eastern Bakery Group Has Good Success With Membership Drive

FREEPORT, N.Y. — The Feb. 9 meeting of the Master Bakers Association of Nassau & Suffolk Counties, Inc., was termed a tremendous success, with the membership drive resulting in 15 new members.

There was a record attendance of 93 bakers at the meeting, which was held at Niederstein's Restaurant in Lynbrook, N.Y.

The Moj Products Corp., New York, presented a demonstration of its products, followed by a dinner.

More than 15 door prizes, valued at over \$100, were awarded. The next meeting will be held March 9 at Naragansett Inn, Lindenhurst, N.Y., at 4:30 p.m. Those interested in joining the association should contact the membership committee chairman, John J. Selig, at 771 Winter Ave., Uniondale, N.Y.

Mostly Personal...

Paul Dean Arnold, president, Arnold Bakeries, Inc., Port Chester, N.Y. received a gold medal of honor for outstanding service to the wounded from the 52 Associations of New York, Inc., at the Waldorf-Astoria Hotel Feb. 21. The medal was for outstanding service in behalf of hospitalized and disabled servicemen.

James W. Williamson, president, Pennsylvania Bakers Assn., has appointed William L. Manz as a director, filling the vacancy on the board created by the election of W. Arthur Holmes as vice president. Mr. Manz is treasurer of Fleischmann's Vienna Model Bakery in Philadelphia. He was elected as second vice president of the Bakers Club of Philadelphia.

N. H. Cobb, head of McCartt's Bakery, Amarillo, Texas, has been named honorary colonel by the governor of New Mexico. He is vice president of the Southwest Bakers Assn., which includes New Mexico members as well as bakers from west Texas and Arizona.

William F. Ellerbrock of Ellerbrock Bakeries, Inc., St. Louis, president of Missouri Bakers Assn., has returned from a three-week Caribbean cruise on the S. S. Italia.

Arthur E. Spang, president, J. Spang Baking Co., Cleveland, Ohio, has been elected president of the West Side Federal Savings & Loan Assn., Cleveland. Mr. Spang has been a director of the loan firm since 1939.

The 5-minute radio script of Miss Terri Morgan, Atlanta, was named the outstanding one in Georgia in the Junior Chamber of Commerce's annual Voice of Democracy contest. Miss Morgan, 16, is the daughter of S. D. Morgan, Southeastern Bakers Supply Co.

W. B. Lovvorn and Mrs. Nell Sutherland Griffith, of Cave Springs, Ga., were married recently in Cave Springs. Mr. Lovvorn represents Morten Milling Co., and resides in Columbia, S.C.

Karl E. Baur, Liberty Baking Co., Pittsburgh, is the newly elected president of the Pittsburgh Purveyors Assn.

Wayne T. Wilson, Pittsburgh, district manager, Pillsbury Mills, Inc., and Mrs. Wilson are completing a 3-weeks' South American cruise.

Kenneth F. MacLellan, president and director of the United Biscuit Co. of America, was recently elected a director of American Locomotive Co.

Paul H. Helms, Sr., Helms Bakeries, Los Angeles, and Mrs. Helms will again be host to President and Mrs. Eisenhower at their ranch home in Palm Springs, Cal.

A testimonial dinner honoring Willard T. Anderson, vice president and production manager of Eddy Bakeries, Inc., Helena, Mont., was held recently at the Montana Club on the occasion of Mr. Anderson's retirement following 44 years in the bak-

ing business. Mr. Anderson will continue as a director of the company. Honoring Mr. Anderson were J. E. O'Connell, president and founder of the bakery, businessmen and grocers of Helena, and 34 of the company's managers, sales managers and plant superintendents.

Onil O. Cote, head of Cote Brothers, Inc., Manchester, N.H. baking company, has been named a director of the Manchester Merchants National Bank.

Ogden Geilfuss, president of Columbia Baking Co., Atlanta through newly-elected governor of Georgia Marvin Griffin, has requested his chief of staff to assign Mr. Geilfuss as the governor's aide-de-camp and a member of his staff for the next four years with the rank of lieutenant colonel. Mr. Geilfuss served in this capacity on the staff of outgoing Gov. Herman Talmadge.

Stanley H. Young, president of Christie's Bread, Ltd., and Christie, Brown & Co., Ltd., Toronto, announces the appointment of Calvin E. Hartline as vice president in charge of finance; Lloyd E. Weir as controller; Basil E. McGuire as secretary-treasurer; John D. Rohring, assistant secretary-treasurer, and J. Stewart English assistant controller. These appointments, effective Feb. 1, result from the retirement of Lloyd I. Stormer as vice president.

Harold Budde of Decatur, Ill., president of the Purity Baking Co. and a member of the board of directors of the Illinois State Bakers Assn., was the guest speaker at a meeting of the American Marketing Assn. at Champaign, Ill., recently. Mr. Budde, who is a member of the board of directors of the Quality Bakers of America, Inc., declared it to be the largest organization of its kind in the U.S. and one of the few marketing cooperatives in the wholesale field. Mr. Budde told his audience that the cooperative marketing under the Sunbeam label, is one of the largest users of flour in the U.S. today and the largest advertiser in the baking field.

Lawrence L. Frank, president, and Theodore J. Van de Kamp, co-founders of the Van de Kamps Holland Dutch Bakeries, Inc., were honored at a meeting in Los Angeles, recently when they were presented with bronze plaques bearing a reproduction of the first Van de Kamp store, which was opened more than 40 years ago. Beneath the detailed store reproduction was this message: "In recognition of your high ideals and inspirational leadership, and with sincere appreciation of your thoughtful consideration down through the years — 'Your Sales Co-Workers.'" More than 200 managers of the firm attended the annual banquet at the Ambassador Hotel in Los Angeles, at which the awards were made.

Alfonso Velasco, general manager of the Bimbo Bakery, Mexico City, and Lorenzo Servitje of the same firm, visited bakeries in Denver recently to observe high altitude baking in comparison with high altitude baking in Mexico City, which is approximately 7,200 ft. above sea level.



NEW MEMBERS—Fourteen of 15 new members of the Master Bakers Association of Nassau & Suffolk (N.Y.) Counties, Inc., joined the group's president and membership chairman for a photograph at the Feb. 9 meeting of the association. Seated, left to right, are William Weisse, American Eagle Bakery, Riverhead; Joseph Nania, Long Island Pastry Shop, Uniondale; August Riesterer, Riesterer's Bakery, West Hempstead, association president; John Selig, Holiday Bakers, Inc., Freeport, second vice president and membership chairman of the association; George Ludwig, George Ludwig's Bake Shop, Uniondale; and Frank Roepcke of Green Acres Bakery, Levittown. Those standing are (left to right) Stephen Torday, Cookie Box, Wantagh; Kurt Woutasch, South Side Bakery, Huntington Station; William Fischer, Fischer's Bakery, New Hyde Park; Ernest Poemmerl, Anton's Bake Shop, West Hempstead; Otto Wolz, Munson Bakery, Franklin Square; Oscar Gassmayer, Oscar's Babylon Bake Shop, Babylon; Richard Kloetfer, Richard's Bake Shop, New Hyde Park; Arthur Pietrilli, Arthur's Bake Shop, East Meadow; and Frank Englert of Bahrenburg's Quality Bakery, Hicksville, and past president of Queens Master Bakers Assn. New member not included was John Benkert, Benkert's Bakery, Great Neck, who is a former president of the ARBA and the New York State Assn. of Mfg. Retail Bakers, Inc.

"Brew Ferments"

An Analysis of New Processes In Baked Foods Fermentation

By Jones E. Mapes
Anheuser-Busch, Inc.

Since the announcement last year of the development of the stable ferment process there has been a considerable amount of interest shown in the liquid ferment process or brew process of making breads and baked foods.

While all due credit should be given to the American Dry Milk Institute for stimulating this particular method in the industry, it should be made clear that a lot of work was done several years ago. As a matter of fact, one of the large bakery cooperatives has had service men working on the ferment method of making bread for at least the past three years. Also, I am sure that many of you old timers are quite familiar with the "batter" type sponges which were nothing more than liquid sponges with a small amount of flour in them for a carrier.

These were primarily used, of course, to produce bread in a hurry, feeling it was better to use the short-time sponge than to run a short-time fast straight dough because it gave a better tasting and keeping quality loaf of bread.

Since the brew method has reached some prominence in the industry—at least from an interest standpoint, there has been considerable divergence of opinion as to the proper method and procedure to use to produce the best quality baked foods.

To my knowledge, there are presently employed three methods of brew fermentation—the one advocated by the American Dry Milk Institute in which quantities of non-fat dry milk solids are used in the brew.

We have found that we can produce just as good bread made with a liquid ferment with lesser quantities of milk in the brew—and while the liquid ferments using milk require higher temperatures, the amount of time required to ferment the brew does correspond, in most cases, to the other methods. We have found that it is not necessary to go much over 90° temperature in the brew made with milk and, as far as we have been able to ascertain, after approximately 2½ hours of fermentation, the brew can be used in the baking of bread or other bakery products with satisfactory results.

As a matter of fact, we are unable to see a great deal of difference between the brew taken at a 2½ hour time than the brew that was kept for a period of 10 to 12 hours. It is my own opinion that brew should not be kept for too long a period of time. I believe the fresher the brew, the better the product will be that is made from it, and while it can be held at cooler temperatures, say in the neighborhood of 45 to 47° for several hours, I think that there is a deteriorating effect on the brew that takes place.

It may not be apparent on bakery

EDITOR'S NOTE: Mr. Mapes, Anheuser-Busch, Inc., New York, has done considerable research with the various types of brew ferments. The article above served as the basis for several discussions before baking industry conventions and bakery production club meetings in the past few months.

merchandise that is strictly fresh, but it does seem to show up after a period of 48 hours or longer periods of shelf life. I believe also that a milk brew creates a greater problem to the baker in sanitation since milk itself is a very good media for growing bacteria, and while all installations, regardless of what type of brew is used, should be on the so-called dairy sanitation standard, it has been found that equipment used in which no milk is used in the brew is much easier to maintain, from a sanitation standpoint. I understand that some installations are now set up where they are maintained at dairy sanitation standards by merely flushing with a proper bactericide for a given length of time which does destroy the bacteria and is then flushed with clean water to keep it in a clean condition.

A typical formula using milk which is presently being employed, producing very satisfactory products is shown in the accompanying chart "Basic Brew Using Milk."

It is necessary in this type of operation to arrange for cooling of the brew so that proper temperature can be obtained on the dough. We believe that cooling the brew to about 60° is sufficient to give the average jacketed mixer control over the dough temperature. So much for the milk brew method.

Another Brew Method

Another method now being employed is the single batch liquid ferment. While it is claimed that it has decided advantages over the milk brew, I am inclined to pass it along for what it is worth and let you, the baker, decide which you want to run. This particular method does not lend itself for any great length of storage time of the brew, and while the brew can be stabilized, it cannot be stabilized over a sufficient length of time to make it cover a full day's make-up or even a greater part of the day's make-up.

I believe it will make its best merchandise if used within 30 to 45 minutes after it reaches its properly fermented stage. In other words, it could handle possibly two or three days out of one brew—certainly not much more time should be given to this particular type of brew. Its characteristics are quite similar to a milk brew with the exception that it does contain a fairly high acid content in the brew which does go back to the normal bread pH when mixed into a dough. Advocates of this method also claim superior eating qualities as well as better make-up characteristics. However, again, you will have to be the judge of this, and I must reiterate that I believe any one experimenting with the brew method will have to custom-make a brew to settle his own ideas on a particular loaf of bread or bakery merchandise he wants to make. The typical single batch brew is also shown herewith.

Again, this dough must be developed thoroughly in the mixer and it

is well that the brew be cooled down some so that the mixer can handle the dough to give proper temperature. The dough should be developed approximately 5 minutes after clean-up stage and should come out at 82° and then given 30 minutes floor time.

This will make an entirely satisfactory loaf of bread and one that will machine well, with good oven spring. However, its characteristics will be very similar to the bread made from the milk type brew. Most of this bread that I have observed has been excellent with good keeping quality, good taste appeal, tender, and better than normal machinability.

The third method of brew fermentation has been announced more recently and has been experimented with over quite a length of time with the use of chemicals as buffering agents in the brew, and while there are distinct advantages to this method, there is still considerable work necessary before we have the final answers.

It is possible that this method could more equally control the brew as far as its pH is concerned and we believe also to stabilize it, to a better degree, with other products that are variable in themselves. Some of these methods are using the chemicals as buffering agents also advocating concentrated brews. Our experience along this line has been limited.

However, we have found that we cannot produce as good a loaf of bread in which water is added to the dough stage as one in which the entire quantity of liquid was used in the brew. I have seen considerable experimenting done using concentrates as low as 60 to 65%, and while it is only my personal opinion, I do not believe you can get much better than 75% concentration and get consistently uniform bread. I do



Jones E. Mapes

not mean to state by this that this method will not be perfected to a greater extent than it is now, but I do mean to say that it is my opinion we have gotten better bread when all of the liquid was used in the brew regardless of which type—even the ones in which chemical buffering agents were used than one in which a concentrate brew was used to make a dough from.

Temperature Is Important

In all cases, temperature becomes quite important and maintenance of the proper temperature in the brew should be carefully watched. The temperature of the dough has a great deal to do with the aging factor once it is mixed and we believe, normal dough temperatures—about 82° produce the best bread. In using a brew to produce buns and rolls it has been our experience that the brew must be cooled to a lesser degree and the dough kept at a much cooler temperature ranging from 76 to 77°.

It is necessary, in some cases, to put in additional quantities of yeast on the dough side in order to get proof time if dough is made with higher percentages of enriching ingredients such as are necessary in making buns and hot dogs. However, this is no different than the conventional method. We have found that proof box time has been cut as much as 15% with the brew method of making bread. We have also found

Basic Brew Using Milk

68 lb. water
3½ lb. corn sugar
1½ lb. salt
3 lb. non fat dried milk
2½ lb. yeast
8 oz. bromate type yeast food

Set at 92° for five to six hours. Should be cooled sufficiently to control dough temperature. If kept for more than a couple of hours, it should be cooled to 47°. To make dough, use above quantity of brew and add to it:

100 lb. of flour
8 lb. granulated sugar
12 oz. salt
3 lb. non fat dried milk
4 lb. lard
8 oz. yeast
½ gram of potassium bromate (dissolve in 8 oz. of water 24 hrs. ahead)
¼ gram of potassium iodate (dissolve in 8 oz. of water 24 hrs. ahead)

Add ½ fungal enzyme tablet and necessary enrichment. Dough should be well mixed 5 to 6 minutes past clean-up stage. Set at 80° to 84°, 30-40 minutes floor time. Make up in usual manner. Emulsifiers can be used in desired quantity.

Single Brew

BREW:

65 lb. water
3 lb. yeast
5 oz. yeast food
3 oz. mono-calcium phosphate

4 oz. dry malt
4 lb. corn sugar
1 lb. salt

Brew set at 85°
3½ hr. fermentation
Temp. 88°

DOUGH:

100 lb. flour
1 lb. 4 oz. salt
6 lb. cane sugar
3 lb. milk powder
3 lb. lard
emulsifier
½ fungal enzyme chip
1 enrichment tablet

Dough mixed 1 min. in low
About 10 min. in high speed
5 minutes mix after clean-up
Temp. out 82°
30 minutes floor time

that the mechanical development factor runs anywhere from 20 to 25% more than sponge and dough methods. One of the biggest advantages that this system has to offer is its convenience, insofar as handling is concerned.

It can be pumped, since it is liquid, directly to the mixer whereas sponges need to be handled by hand or trough—hoisted into the mixer. Also, it is only necessary to mix one dough instead of a sponge and dough which requires two mixings, and while there is an increased need for mixing time, there is also a gain made in lesser fermentation loss.

Brew method fermentation will respond to the fungal enzymes and emulsifiers the same as conventional bread and rolls and it is my belief that every one should become familiar with this method as it is very simple to run a few test doughs with brew fermentation.

Most certainly I would not advocate the use of a steel lard barrel and a wooden paddle for the continuous manufacture of brew method bread but it can be done on an experimental basis. However, you should take every precaution to see that the barrel and other necessary paraphernalia used are kept sanitary clean. A simple method of cooling the brew is by the use of a clean Koroseal water hose coiled into the barrel with one end connected to a water tap and the other to a discharge sink. The water circulating through the hose is used as a tempering device.

ASBE CONVENTION

(Continued from page 10)

agement in Action" is the title of the presentation by R. F. Satterthwaite, Cotton Bros. Baking Co., Alexandria, La. Ingredient quality controls is to be handled by Roland Selman, R. W. Selman & Associates, St. Louis, Mo. A suggested method for permanent crust color standards is a unique subject to be presented by B. Marlow Dirks, Pillsbury Mills, Inc., Minneapolis, Minn.

The final subject on the session will be value of precise production controls, by Clarence D. Ferrell, Paniplus Co., Minneapolis, Minn.

Session chairman for Wednesday afternoon is Arthur Trausch, Jr.,

Trausch Baking Co., Dubuque, Iowa.

First to appear on the session is Lawrence Pile, Hough Bakeries, Inc., Cleveland, Ohio, who will discuss foil and paper baking containers vs. reuse baking pans. His talk will include cost figure comparison.

A new presentation of somewhat surprise nature will be given by Henry P. Montminy, Chicago Metallic Mfg. Co., Boston, Mass., and Ralph S. Herman, General Mills, Inc., Minneapolis, Minn., under the title, "How Would You Handle This?" It will deal with a bakery production problem.

"Practical Method of Pullman Bread Production" is the topic which will be handled by H. E. Hildebrand, Jr., Chicago, Ill., engineer for Continental Baking Co. Yeast raised doughnuts, a subject of much current interest, is assigned to Robert Nicolait, Helms Bakeries, Inc., Los Angeles, Cal.

On Wednesday evening the bull session will start at 8 p.m. under the chairmanship of past president Jake M. Albright, American Bakeries Co., Atlanta, Ga.

The final day of the meeting is devoted to discussions relating to cakes and other types of sweet baked products.

—BREAD IS THE STAFF OF LIFE—

Southwest Bakers Assn. Schedules Wide Range Of Convention Topics

EL PASO, TEXAS—Virtually every phase of baking will be covered during the ninth annual convention of the Southwest Bakers Assn. here at the Hotel Cortez April 29-May 2.

Entertainment, too, will be offered to the members from West Texas, New Mexico and Arizona attending, says Gene Reischman, association president and president of Holsum Baking Co., Roswell, N.M.

The first evening is reserved for informal parties south of the border in Juarez, Mexico. Registration will open the following morning at 9 a.m. under the direction of J. R. L. Kilgore, secretary-treasurer and owner of Kilgore Sales Co., Albuquerque, N.M.

That afternoon, E. F. Craig, general chairman and head of Mead's Bakery, El Paso, will open the first business session. Reports and election of officers will follow.

A wholesale and retail sweet goods session will be held on the morning of May 1 under the direction of R. M. Dillon, Vanderpool's Bakery, El Paso. The noonday luncheon will feature a talk by Rex Paxton, public relations director, Sutherland Paper Co., Kalamazoo, Mich. The afternoon session will include a presentation by Joseph J. McCormick, editor for Quality Bakers of America, Inc. Golf and entertainment will follow.

An early-bird breakfast leads off the final day's program. Glenn E. Findley of Burrus Mills, Inc., Dallas, and ex-governor Ed Mechem of Las Cruces, N.M., will be in charge.

A baking industry panel, led by Jack Howard, president, Rainbo Baking Co., Albuquerque, will include an address by E. T. Kelley, Jr., president of the American Bakers Assn. Talks on bulk flour handling, waxed paper, dry yeast, stable ferment process, and materials handling will be given by industry leaders.

Discussions on foil, bakery insurance, flour, packaging, and cellophane are also scheduled. A banquet and dance will conclude the convention.

CONVENTION CALENDAR

March 7-10—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, 1354 LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

Mar. 13-15—New York State Assn. of Manufacturing Retail Bakers, Inc.; Hotel Syracuse, Syracuse, N. Y.; Gen. Chmn., John McNamara, 118 E. Fayette St., Syracuse 2, N. Y.

March 22-23—South Dakota Bakers Assn.; Cataract Hotel, Sioux Falls; Sec., William J. Fetter, P.O. Box 431, Rapid City, So. Dak.

Mar. 26-27—Western Carolina Retail Bakers Assn.; Franklin Hotel, Spartanburg, S.C.; Sec., Lewis Cox, Standard Brands, Inc., Columbia, S.C.

April 12—Pennsylvania Div. No. 4, Allied Trades of the Baking Industry; Abraham Lincoln Hotel, Reading, Pa.; Sec., J. C. Hendrickson, Standard Brands, Inc., 3919 "M" Street, Philadelphia 24, Pa.

April 14-16—Southern Bakers Assn.; Vinoy Park Hotel, St. Petersburg, Fla.; sec., B. L. Skelton, 703 Henry Grady Bldg., Atlanta 3, Ga.

April 17-19—Texas Bakers Assn.; San Antonio; Sec., Nell DeLancy, 1316 W. Twohig St., San Angelo, Texas.

April 18-20—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 21-24—Rocky Mountain Bakers Assn.; Broadmoor Hotel, Colorado Springs, Colo.; Sec., Fred Linsenmaler, Box 871, Denver 1, Colo.

Apr. 24-26—Oklahoma-Arkansas Bakers; Biltmore Hotel, Oklahoma City; Sec., Paul Bunch, Standard Brands, Inc., Oklahoma City, Okla.

April 24-27—Associated Retail Bakers of America, Sans Souci Hotel, Miami Beach, Fla.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13, Ill.

April 26-27—Allied Trades of the Baking Industry of Southern California; Sec., Phil Seitz, P.O. Box 518, Montrose, Cal.

Apr. 30-May 2—Southwest Bakers Assn.; Cortez Hotel, El Paso, Texas; Sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, N.M.

May 1-4—Biscuit and Cracker Manufacturers' Assn.; Drake Hotel, Chicago; Sec., Walter Dietz, 20 North Wacker Drive, Chicago 6, Ill.

May 9-10—Associated Bakers of Minnesota; Radisson Hotel, Minneapolis; sec., J. M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 10-11—Iowa Bakers Assn.; Savery Hotel, Des Moines; Sec., Norman X. Swenson, 113 So. Court St., Ottumwa, Iowa.

May 15-19—American Association of Cereal Chemists; Chase Hotel, St. Louis, Mo.; Sec., Clint Brooke, Merck & Co., Rahway, N.J.

June 4-6—Pennsylvania Bakers Assn.; Bedford Springs Hotel, Bedford, Pa.; sec., Theo Staab, 5700 N. Broad St., Philadelphia.

June 11-14—New England Bakers Assn.; Equinox House, Manchester, Vt.; Sec., Robert E. Sullivan, 51 Exeter St., Boston, Mass.

June 11-13—Bakers Assn. of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte, N. C.

June 20-22—Potomac States Bakers Assn., the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

July 24-26—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs; Sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W. Va.

Sept. 11-12—Virginia Bakers Council, Inc.; Natural Bridge, Va.; Sec., Harold K. Wilder, 5 S. 12th St., Richmond, Va.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; Sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

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N.Y. Production Men Discuss Brew Process

NEW YORK — The brew process of fermentation was the topic of a panel discussion at the Feb. 7 meeting of the Metropolitan Bakery Production Club, Inc. Attendance was described as possibly the largest ever recorded.

Panel members who related their experience with the brew process included Anton Bosch, Gilberts Bakery, Inc., New Haven, Conn.; Gregory Papalexis, Olympia Roll & Provision Co., New York; and Peter Pirrie, Bakers Weekly, New York.

Mr. Bosch gave a detailed account of his success in baking all varieties of bread, rolls, coffee cakes and buns with the brew process. He thought bread baked with this process was just as good as regular sponge bread, and he said that his customers' reactions were very good, also.

Mr. Papalexis summarized his experience with the brew process as not being too successful. He said he was unable to get good rolls consistently, and he added that he was determined to solve the problem.

The third speaker was Mr. Pirrie,

who presented a talk on his experience after a visit with several bakers throughout the country. He stated that there were 21 installations on straight brews, but as of now only four of these are considered successful. Strangely, he said, these four are spotted at distant points all over the country. Mr. Pirrie advocated stainless steel equipment inside and out, and he stressed the point of sanitation. Control of temperature and other conditions were the answer to the success of this process, in Mr. Pirrie's estimation.

The speakers provided a display of products baked with this process, and these products were thoroughly examined by everyone after the meeting.

The next meeting of the club will take place on March 14. The subject will be a panel report on the bakery engineers' convention.

—BREAD IS THE STAFF OF LIFE—

C. H. Bollinger, FMA Representative, Dies

READING, PA.—C. H. Bollinger, for many years eastern representative of Flour Mills of America, Inc., died at his home in Reading, Feb. 7.

Mr. Bollinger was severely injured in an accident several weeks ago. His leg was broken when, in leaving his own car, the door was slammed shut by a passing car.

Mr. Bollinger was eastern sales representative for Flour Mills of America and its subsidiary, the Kansas Flour Mills Co., since May, 1941, and previously was associated with the Commander-Larabee Flour Mills Co. and the Midland Flour Milling Co. in a similar capacity.

With more than 35 years' connection with the milling industry, Mr. Bollinger was well known in the eastern area. He was active in the organization of the Allied Trades of the Baking Industry and the Pennsylvania Bakers Assn. and was an honorary lifetime member of the Philadelphia Bakers Club.



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New England Bakers Name Herbert Schinkel

BOSTON—At the annual meeting of the board of governors, Herbert J. Schinkel, Standard Brands, Inc., was elected treasurer of the New England Bakers Assn. The treasurer's position became open through the resignation of Guy Maynard, who, after 25 years of service to the bakers of New England as a member of the board, resigned recently. Mr. Schinkel has served on the board of governors for over 12 years.

Elected to board membership as allied governors-at-large were Paul T. Rothwell, Bay State Milling Co., and Joseph Gubbins, Procter & Gamble Distributing Co., while Fred G. Stritzinger, Continental Baking Co.; Leo W. Bayles, Drake Bakeries, Inc.; S. Carl Crosby, Hathaway Bakeries, Inc.; J. Francis Lynch, Bangor Baking Co.; and Joseph Giusti, Giusti Baking Co., were reelected as baker governors-at-large of the board. G. E. Eriksson, Pillsbury Mills, Inc., and E. C. Johnson, H. A. Johnson Co., were reelected as allied governors-at-large.

—BREAD IS THE STAFF OF LIFE—

Toledo Bakery Begins Expansion Program

DAYTON, OHIO—Expansion plans for the Blue Bird Baking Co. plant at 521 Kiser St., Dayton, Ohio, including expenditures up to \$175,000 for new building and equipment, were outlined recently by Louis D. Preonas, president and general manager.

Planned is a one-story extension of production and dock facilities at the west side of the main plant. A cement block structure measuring approximately 200 by 70 ft. is under construction, with completion by Sept. 1.

The addition will boost Blue Bird's floor space by about 15,000 sq. ft. That will be a 30% increase over present facilities.

Smaller plants, wholly owned subsidiaries of the Dayton firm, are operated in Columbus, Cincinnati, Louisville and Indianapolis.

—BREAD IS THE STAFF OF LIFE—

Illinois Bakers Arrange Series of Area Meetings

PEORIA, ILL.—The directors of the Illinois Bakers Assn. have voted not to hold a state association convention in 1955, but would encourage members to attend the two national conventions, the first being the Associated Retail Bakers of America meeting at Miami, April 24-27, and the second being the American Bakers Association convention and industry exposition at Atlantic City, N.J., Oct. 1-6.

A series of area meetings will be held so the members will not have to be away from home overnight.

—BREAD IS THE STAFF OF LIFE—

Atlas Names Manager of Food Emulsifier Plant

WILMINGTON, DEL.—The Atlas Powder Company has announced the appointment of Robert C. Bennett as manager of its new food emulsifiers plant at Memphis, Tenn. The new plant will begin production later this month.

Mr. Bennett, who was technical superintendent of the company's Atlas Point, Del., plant, has been in Memphis since last July assisting in the construction of the plant. Until recently, all of the department's prod-

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

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WANTED TO BUY ONE ARTOFEX MIXER, two-barrel size preferred, with stainless steel bowls. Also automatic pie making equipment suitable for making 1" chicken, turkey and beef pies. Tony Downs Foods Co., St. James, Minn.

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ucts, which include sorbitol, food emulsifiers and other surface-active agents, were produced at the Atlas Point plant.

Increasing demands for food emulsifiers led to construction of two new plants—the one at Memphis, and one in Brantford, Ont., which is operated by a jointly-owned subsidiary company. The Brantford plant began production in October, 1954.

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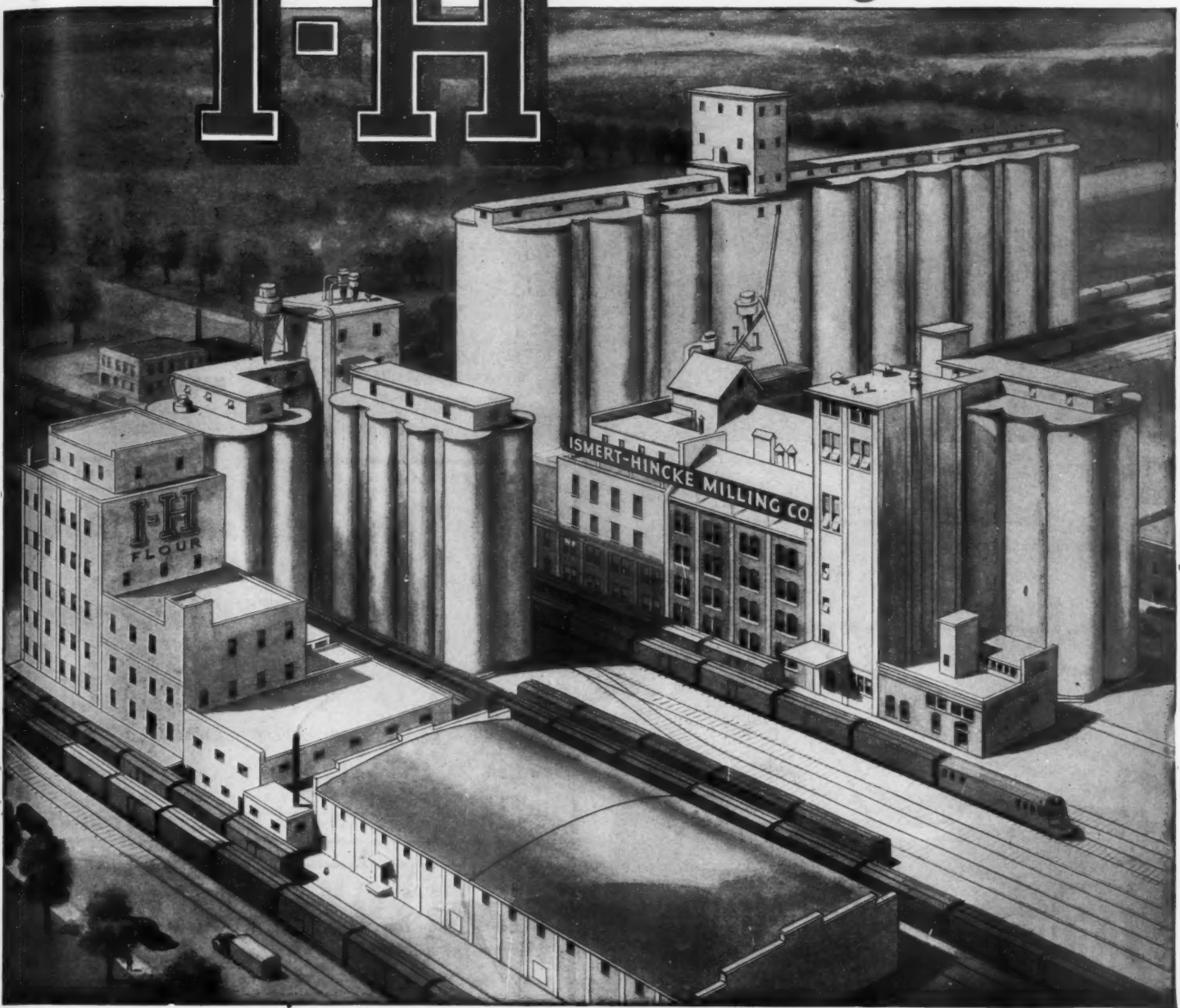
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The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

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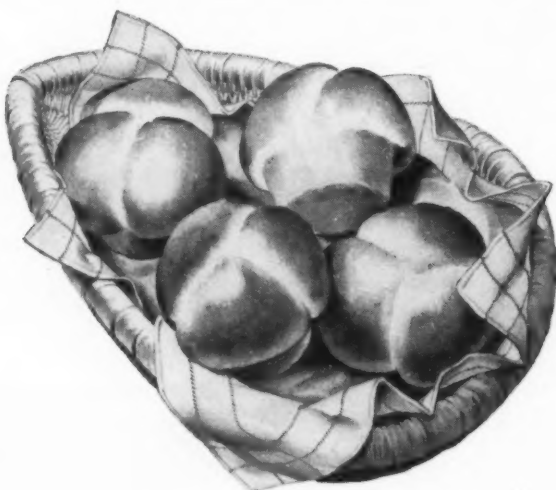
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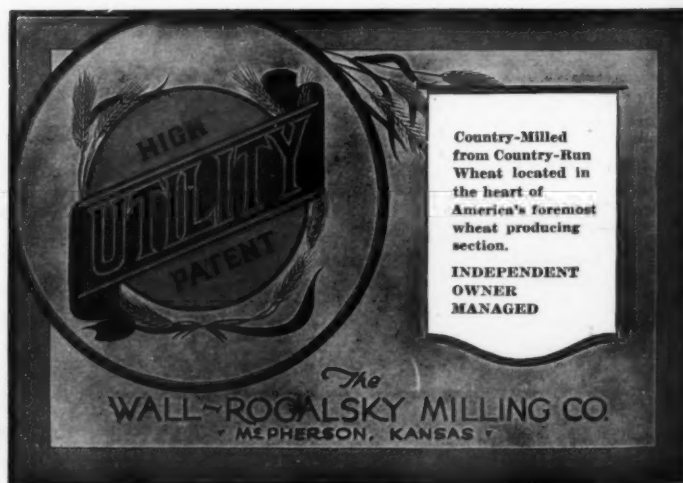
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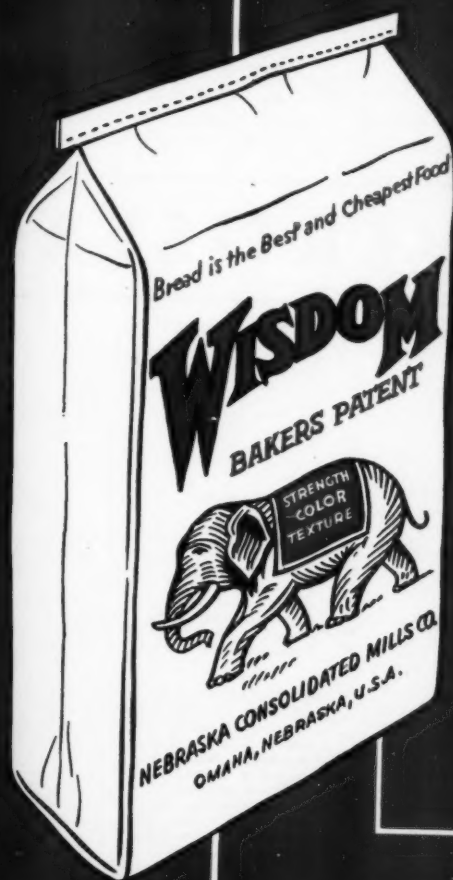
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Milprint Opens New Pennsylvania Plant

DOWNTON, PA. — Milprint, Inc., packaging and printing firm, has opened a new 50,000 sq. ft. plant here. This plant is Milprint's eighth plant, and third in the East.

The new Downton plant is of modern design and near complete automation. These facilities will be used to convert all flexible packaging materials, especially printed cellophane and polyethylene in rolls, bags, pouches and envelopes. "Revelation" bread wrappers, a Milprint patented process, will be manufactured here also. Much of the machinery in the

new plant was designed by Milprint, Inc.

This new plant is part of Milprint's expansion program. In 1951 a new main office plant was built in Milwaukee. Last year the packaging and printing firm completed a new plant in South San Francisco. Other Milprint plants are located in Los Angeles, Tucson, Philadelphia, West De Pere, Wis., and Christiana, Pa. Factory operating space now totals more than 1.25 million sq. ft.

Milprint was the first printer of cellophane and other packaging materials. According to Milprint, appetite-appeal was the outstanding highlight during the past year, and the

growth of self-service has increased the use of printed instruction and product description on all types of packaging.

DIRECTOR OF PURCHASES

NEW YORK—Merle F. Stutzman has been appointed director of purchases of Lynch Corp., it was announced by Robert F. Wiley.

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